

Swindon & Wiltshire Apprenticeship Strategy:

*Progress to Date &
Future Focus*

Nov 2020



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

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Introduction

Progress against 2020 KPIs

How effective were our actions?

Current view of apprenticeships

Developing strategy for the next 5 years



Role of Skills & Talent subgroup



Bring together local employers and skills providers to pool knowledge on skills and labour market needs, and to work together to

- Understand key local challenges
- Set strategic goals



Raising the profile of apprenticeships with local employers and providers is a part of S&T Subgroup's remit and responsibilities



Our apprenticeship strategy was published in Jul 2018

Swindon & Wiltshire Apprenticeship Strategy has three objectives:

- 1 Increase the number of people taking up apprenticeships and traineeships.
- 2 Increase the number of SWLEP businesses employing an apprentice.
- 3 Support employers and providers to work effectively together to double the uptake of Higher and Degree apprenticeships between 2015/2016 and 2019/2020 academic years



Driven by Government target of 3 million apprentices by 2020



It was underpinned by a 26-point action plan

1. Data and research

Action	Who	By when
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2. Marketing and promotion

1.1	Establish a purchasing system	
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Action

3. Partnership working

1.2	Survey employers and apprentices to understand current perceptions and misconceptions	
1.3	Analyse knowledge and understanding of apprenticeships	
1.4	Develop areas of expertise	
1.5	Map support services	
1.6	School awareness raising	
1.7	Establish a survey of apprenticeships	
1.8	Analyse apprenticeship data	

Action	Who	By when
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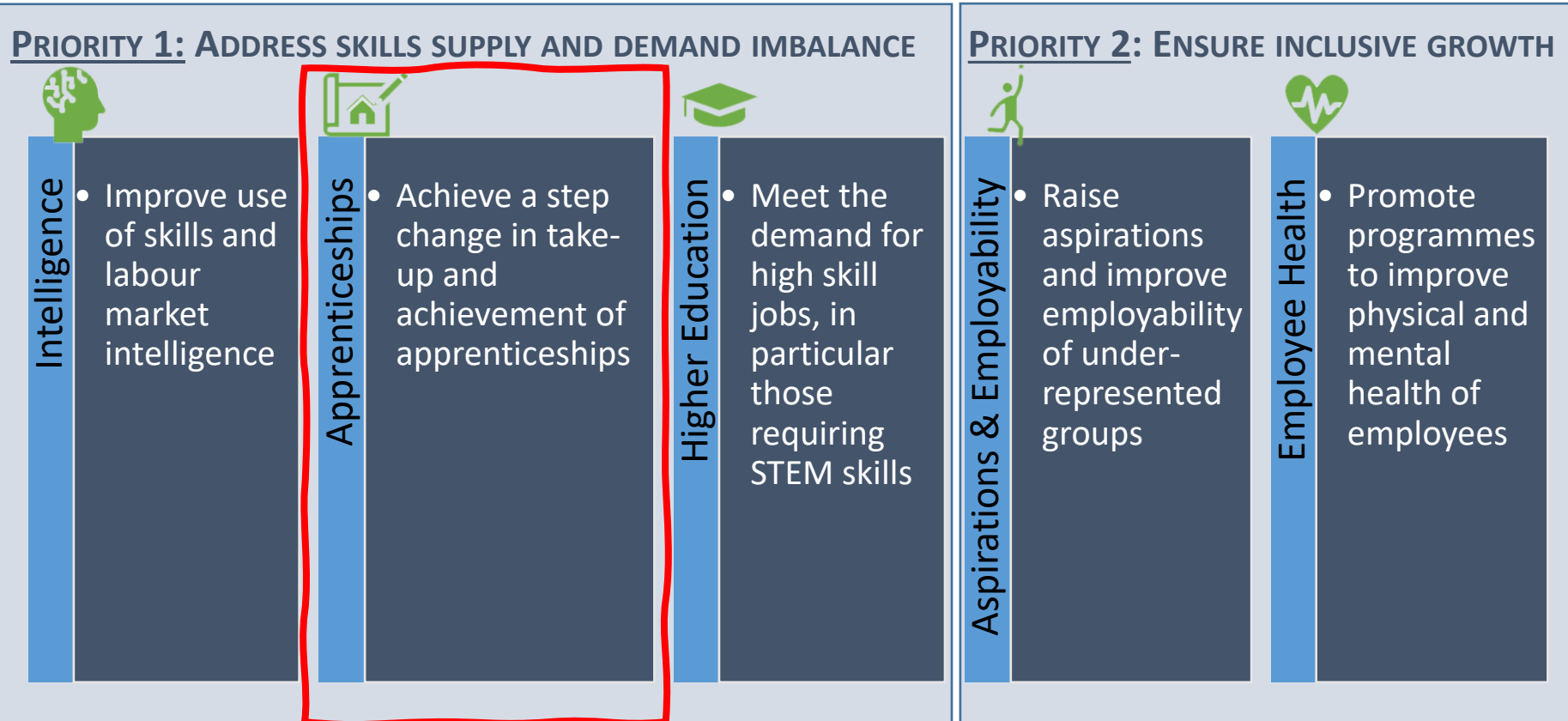
4. Advice and guidance

Action	Who	By when
3.1	Employer interviews to establish credibility and signposting routes	
3.2	Develop the network as business regional apprenticeship	
4.1	Provide personalised support and advice to businesses on apprenticeships and upskilling the workforce via the Growth Hub	HF On-going. Review Dec 2018
4.2	Schools and colleges to raise awareness of the value of apprenticeships to students, teaching staff, governors and parents in partnership with ASK , the Careers and Enterprise Company and other key stakeholders.	Schools and colleges On-going. Review Dec 2018
4.3	Provide best practice information about the 20% off the job training requirements so that employers appreciate what is possible	Employers June 2018
4.4	Communicate changes in policy and funding for apprenticeships to employers	HF On-going
4.5	Develop clear pathways into Apprenticeships for vulnerable young people, including Care Leavers and SEND. LAs to champion approaches to increase opportunities for vulnerable young people.	LAs On-going

5. Standards development

Action	Who	By when
5.1	Employers to get involved in developing new standards where there are currently gaps, where appropriate with support from Higher Futures	Employers On-going
5.2	HEIs to get involved in developing standards for higher level apprenticeships	Higher Education Institutions On-going

Apprenticeships are one of the 5 strategic objectives in the Swindon and Wiltshire Skills Plan



Data analysis can be difficult

Three different sets of data:

- Starts: number of people starting apprenticeships
- Achievements: number of apprentices successfully achieving their apprenticeship, for standards how many pass the end-point assessment within a particular year
- Participation: number of people on an apprenticeship in a given year

Two different types of apprenticeships, not directly comparable:

- standards designed to be of a higher quality and more demanding
- frameworks do not require apprentices to pass a rigorous end-point assessment
- In Q1 2019/20 74% of all starts were on standards vs. only 5% in 2016-17

Duration & periods

- Data collated in academic year: August to July
- Apprenticeships take between one and four years to complete



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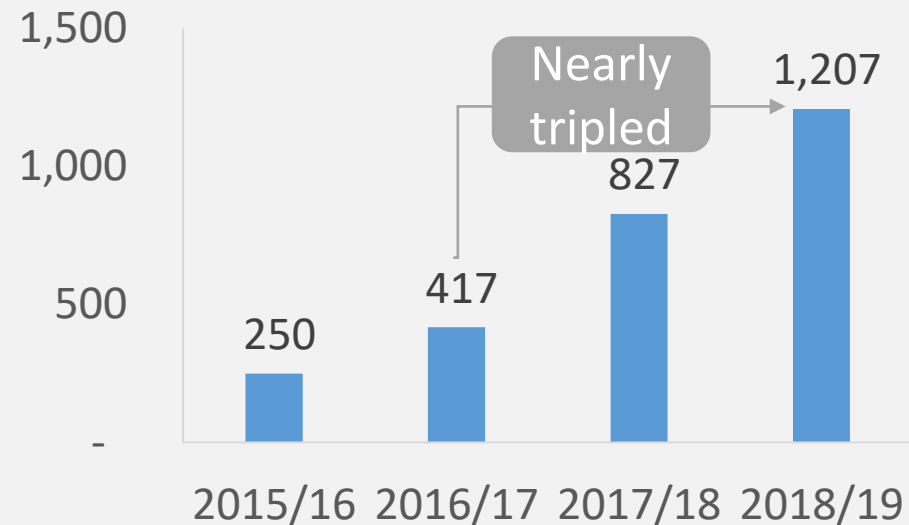
We have met 2 of the 3 strategic objectives

3

“Double the uptake of Higher and Degree apprenticeships between 2015/2016 and 2019/2020 academic years”

S&W Apprenticeship Growth Strategy

SWLEP Higher Apprenticeship Participation



2

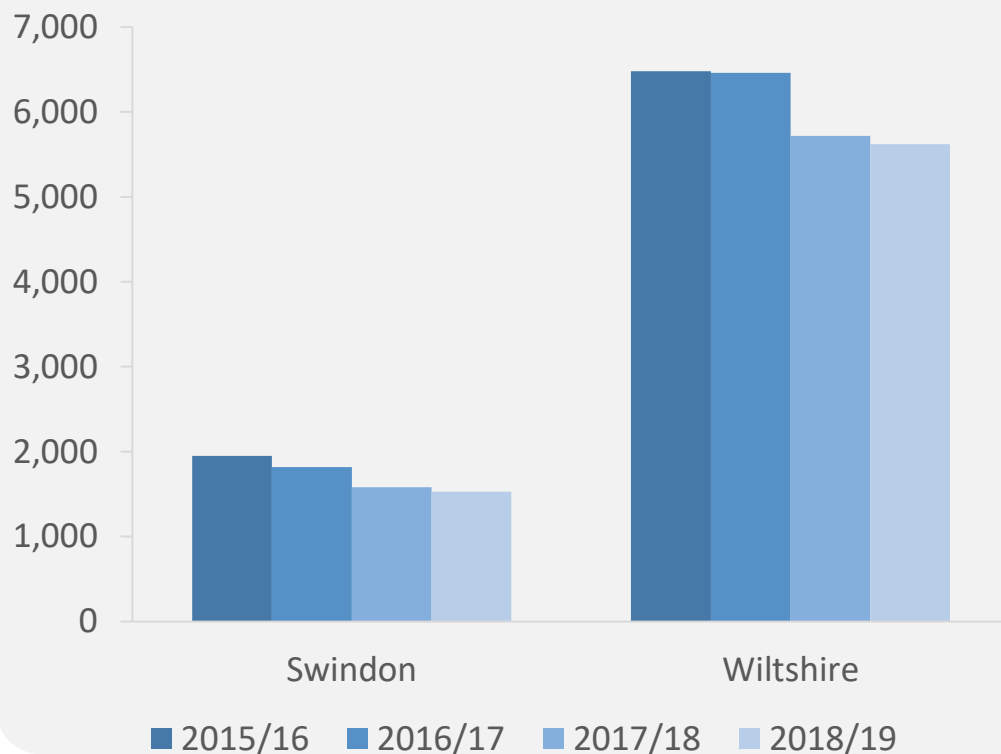
No central government database, but Labour Insights data shows since Aug 2016 over 140 new businesses have advertised apprenticeship places in Swindon and Wiltshire



But, we have not met the growth objective...

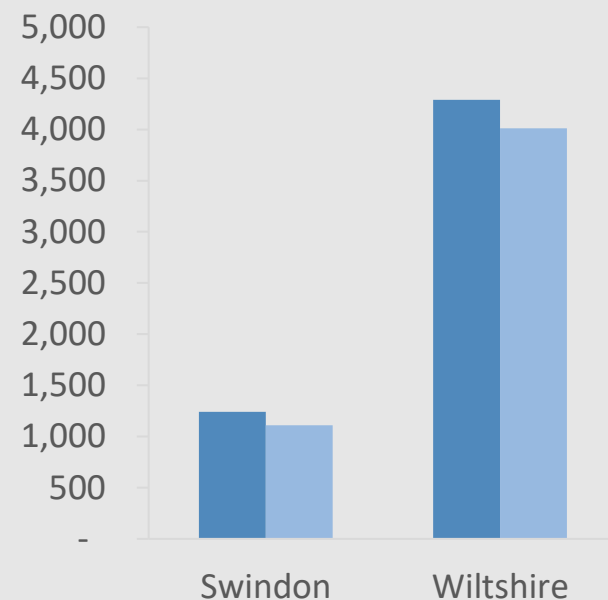
1

Apprenticeship Starts, 2015/16 to 2018/19



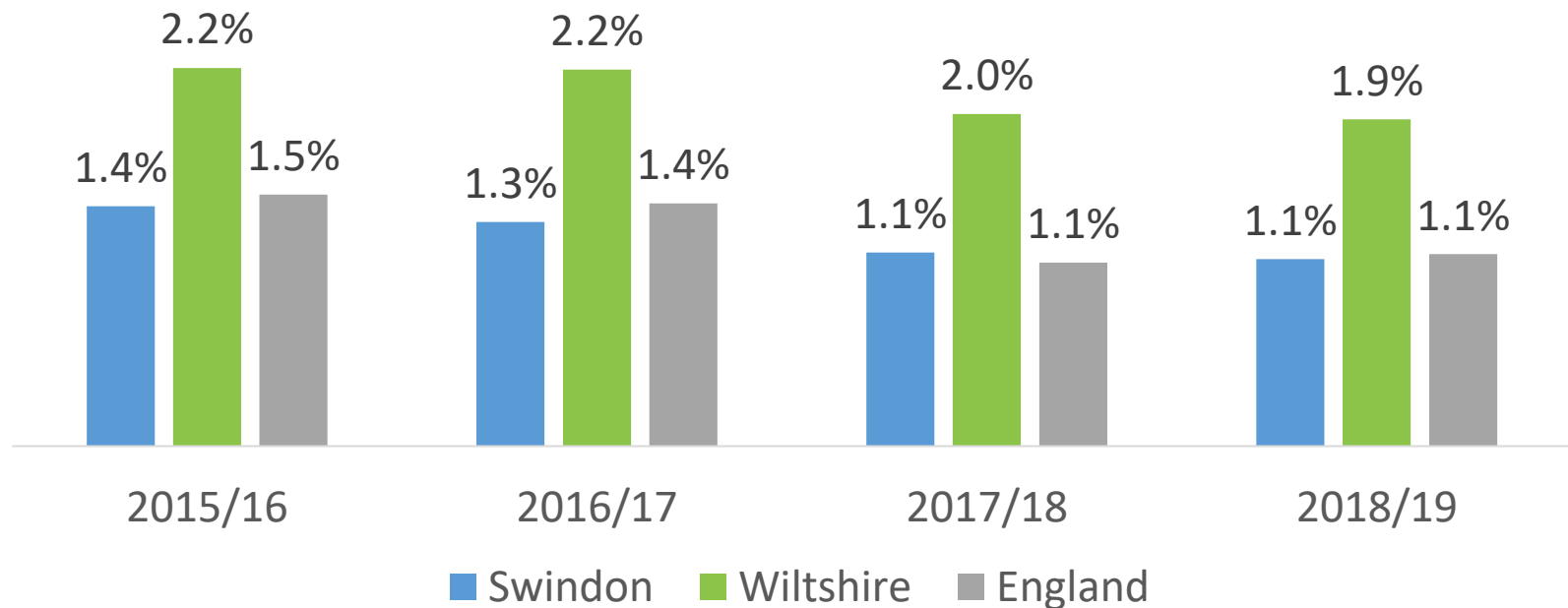
Apprenticeship Starts YTD

■ Q3 2018/19 ■ Q3 2019/20



...although, Swindon has been in line with
and Wiltshire well above England average

Apprenticeship Starts (% Population Aged 16-64),
2015/16 - 2018/19



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Both Wiltshire and Swindon have performed better than the national average...

Overall 5-year target

- Both Wiltshire (at almost 90%) and Swindon (at 71%) have achieved more of their 5-year targets than country overall (at 68%)

Have backed every government campaign, including:

- National Apprenticeship Week and the Ambassador Network, GCSE and A level results days
- Other campaigns such as Learning at Work, Tomorrow's Engineer and Careers Week to promote the apprenticeship pathway
- Using own platforms and comms to share key messages and raise awareness

Have used internal resources:

- Provide information and advice to employers to help simplify the process and create jobs
- Advertise vacancies to colleagues supporting vulnerable and disadvantaged audiences
- Use Careers Hub, Growth Hub and Higher Futures to support businesses, schools and apprenticeship providers
- Analyse data and work with providers and employers to support vacancy filling and glean insights from their sector



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Most of the drivers behind decline have been beyond our control, including the levy...



BRIEFING PAPER

Number CBP 03052, 7 September 2020

Apprenticeships and skills policy in England



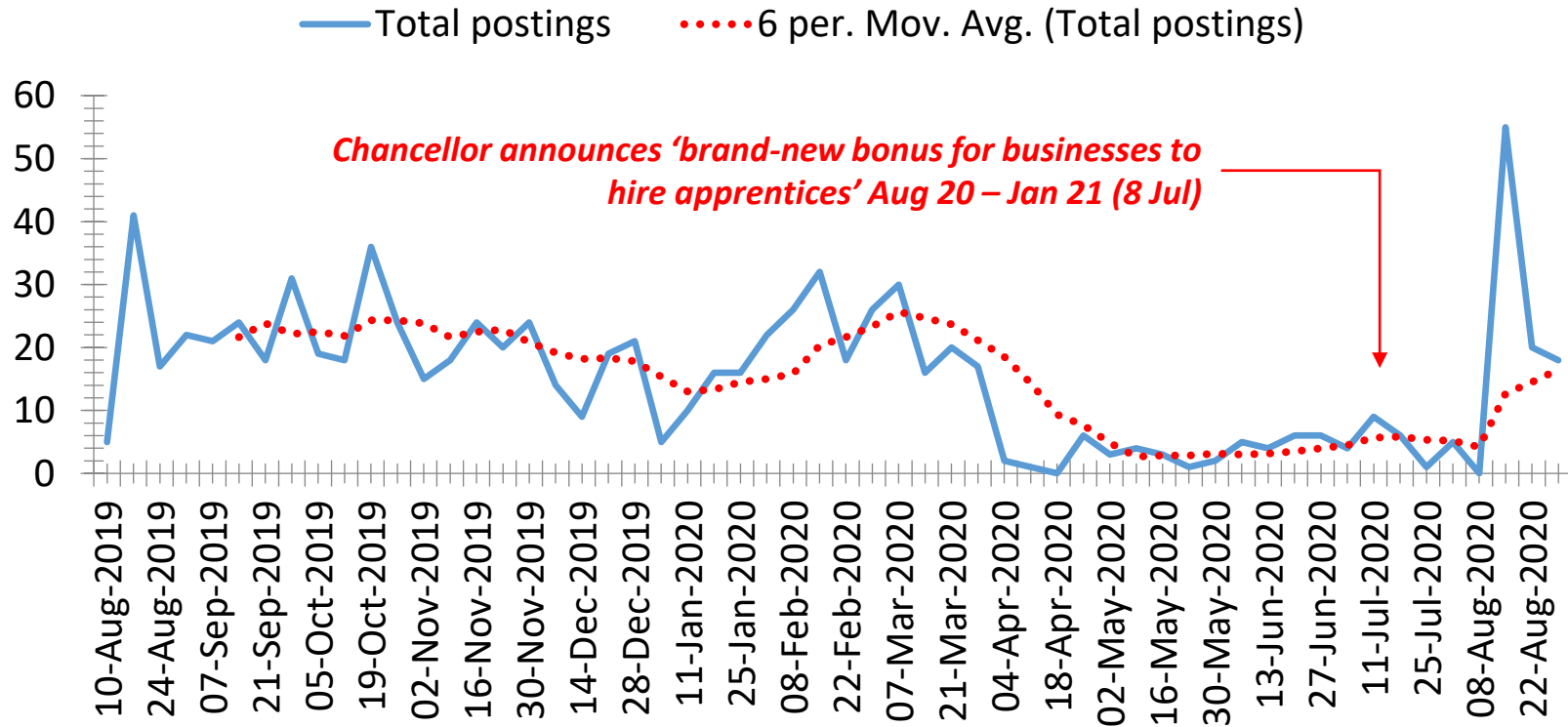
Since the introduction of the funding changes in 2017 there has been a large fall in the number of apprenticeship starts, leading to criticism of the levy and other reforms that have been put in place. The Government has responded by stating that the quality of apprenticeships has improved since the reforms have been put in place.



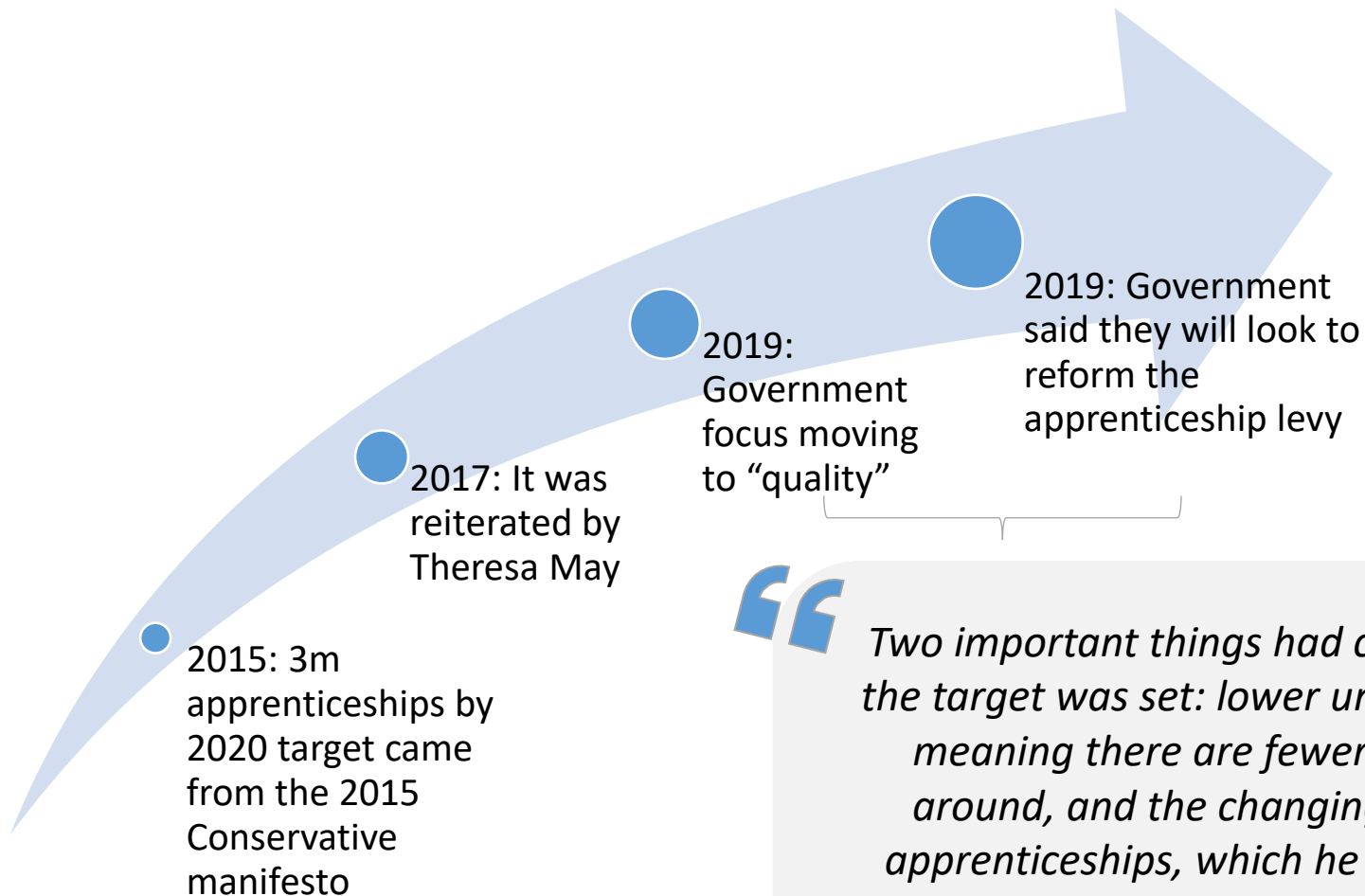
Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

...and Covid-19

SWLEP Apprenticeship Job Postings, Jul 2019 - Jul 2020



Government views have also been changing



Two important things had changed since the target was set: lower unemployment, meaning there are fewer jobs going around, and the changing nature of apprenticeships, which he had said are becoming longer and involving more off-the-job training.

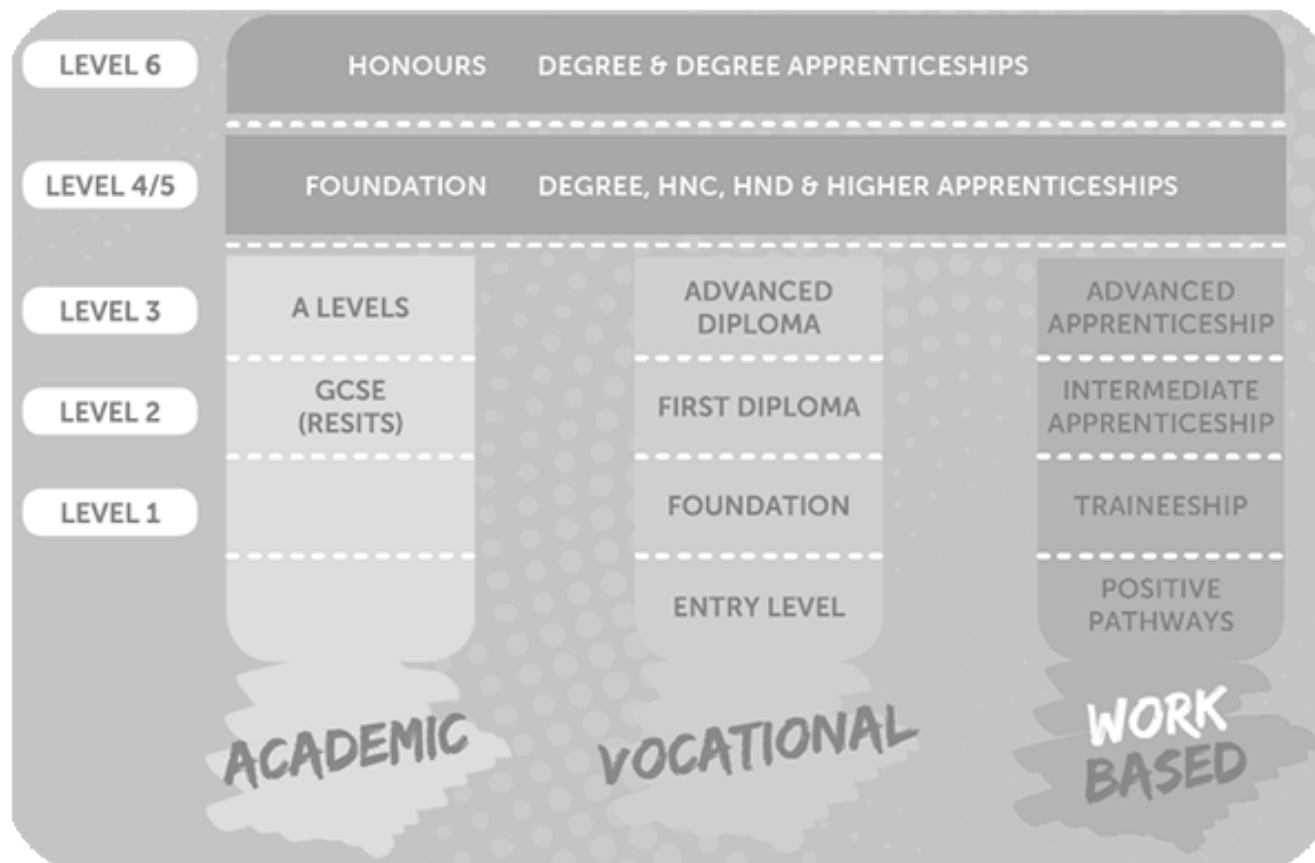


Education Secretary, 2019



There is a need to look at the big picture

PATHWAYS TO SKILLS



A number of challenges arose before the Covid-19 lockdown...



The number of starts fell in 2017/18 following the introduction of a new apprenticeship funding system in May 2017

- Starts at intermediate level and by apprentices aged 25 and over were particularly affected, partly offset by higher apprenticeship increases
- 2 sectors driving declines: Health, Public Services & Care and Retail & Commercial Enterprise



Starts increased in 2018/19 slightly, but still below the levels before the new funding system



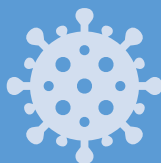
SWLEP broadly in line with national trends, but with slightly slower decline



... and the Covid-19 lockdown caused further shifts

- Substantial national decline in apprenticeships since the lockdown started
- In Swindon and Wiltshire c. 440 fewer apprenticeships advertised during Mar-Sep 2020 compared to the previous year (c. 60% YoY drop)

Covid-19
Impact



- £1.6 bn for boosting worksearch, skills and apprenticeships
- Includes new payment to employers in England for each new apprentice they hire: £2,000 for each apprentice under 25, and £1,500 for those aged 25+ from 1 August 2020 to 31 January 2021
- In addition to the £1,000 payment already provided for new 16-18 year-old apprentices, and those aged under 25 with an Education, Health and Care Plan

In response Plan for Jobs
2020 announced in July



Kickstart Scheme was also announced in July

KICKSTART SCHEME

WHO

Job placements for
16 to 24 year olds
on Universal Credit

How MUCH

100% of the National Minimum Wage (or the National Living Wage depending on the age of the participant) for 25h / week for 6 months + associated employer National Insurance contributions and employer minimum auto-enrolment pension contributions

How

Once the application is accepted, it is sent to local Jobcentre where a Work Coach will select a number of suitable young people who are at risk of long-term unemployment and ready for work

Employers will
interview applicants
and select the best
candidate for the
role

WHEN

Employers can
spread the start
date of the job
placements up until
the end of
December 2021



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We have learnt from our actions...



Although the profile of apprenticeships has been raised in the last few years, increasing the awareness of **apprenticeships as a pathway** to new skills, upskilling and reskilling needs to continue



Ensuring that we have **inclusive range of options** from entry level through to higher apprenticeships across the area, providing pathways for all residents to progress to/in their chosen in-demand career



There are signs of improved engagement from our SME and Levy payers; we need to **enable all businesses**, and in particular SMEs, to access the expertise and resources to navigate the apprenticeship landscape



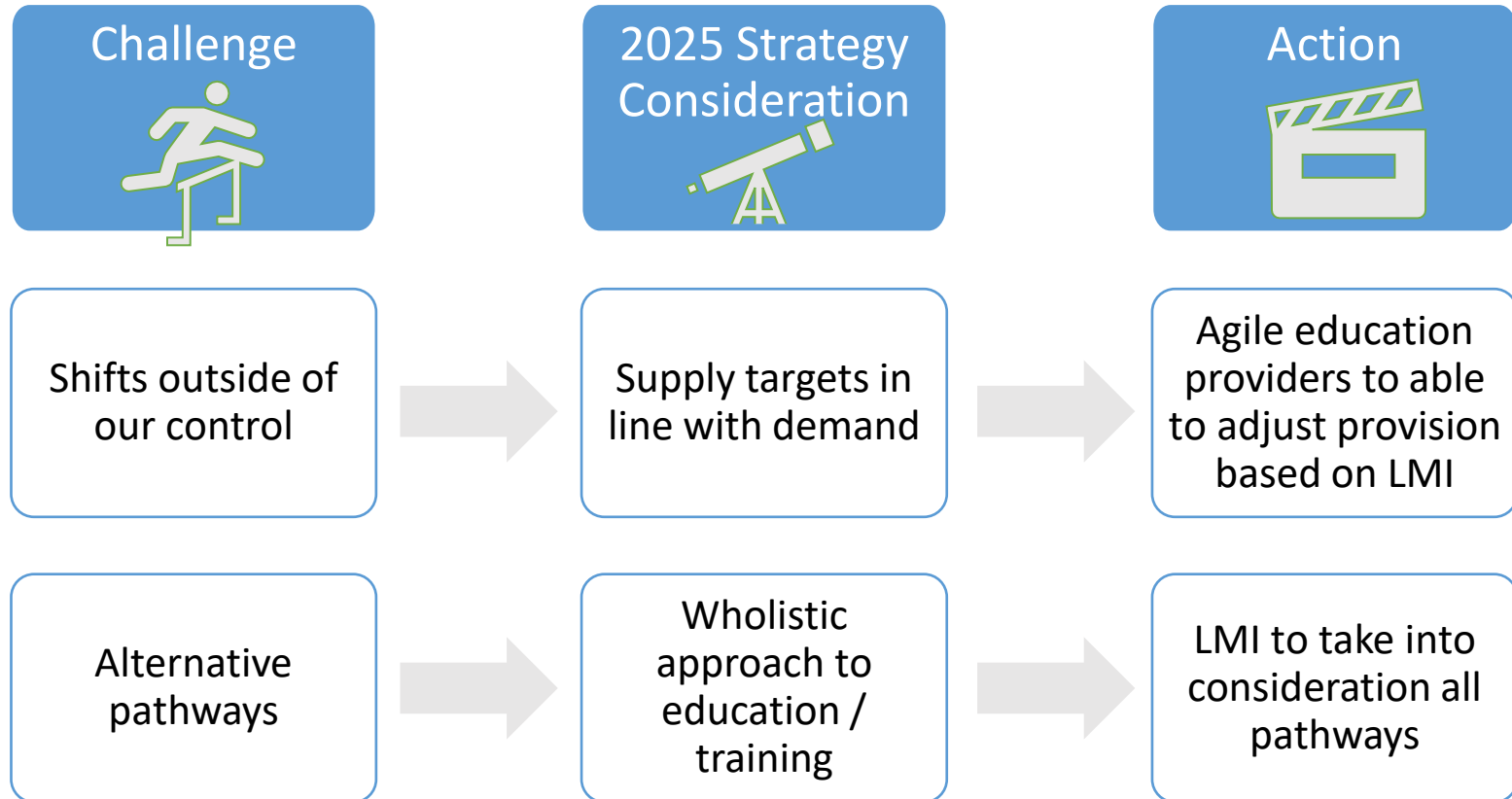
SWLEP-sponsored Supply Train marketing campaign has taught us a lot, which we can use in future local campaigns to **increase awareness** of the benefits of apprenticeships to both employers and wider community



We have a number of resources available across the LAs, LEP, providers and businesses which we can bring to **work closer together** to ensure that the local range and quality of provision **meets employer demand**



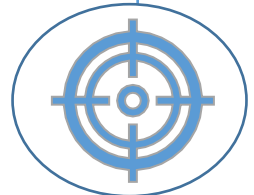
...and from the wider context



2025 apprenticeship strategy focus: to discuss and agree today

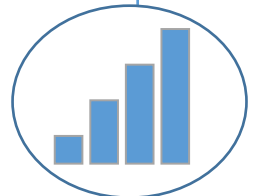
What do we want apprenticeships to achieve strategically?

- Bridge skills gaps – identify where current and future demand is and ensure supply pipeline is in place
- Inclusive growth – getting young people on a career ladder, helping develop skills formally



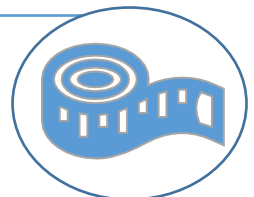
Using LMI to set targets

- Use LMI to inform our decision making and get people to choose routes where there are employment opportunities
- For education providers, this means setting up an agile process for offer review that takes LMI into consideration

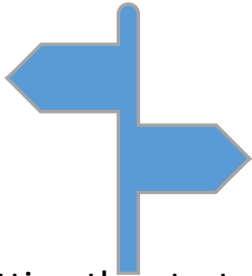


The role of Skills & Talent Subgroup

- Coordinating the development of the action plan
- Monitoring progress and reporting to DfE



SWLEP's and Skills & Talent Sub-group's role



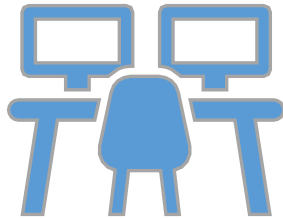
Setting the strategic
direction and monitoring
progress



Intelligence



Targeted campaigns (e.g.
National Apprenticeship
Week)



Careers Hub



Growth Hub



Next steps



Jointly developing an
action plan



Working together
towards a shared goal



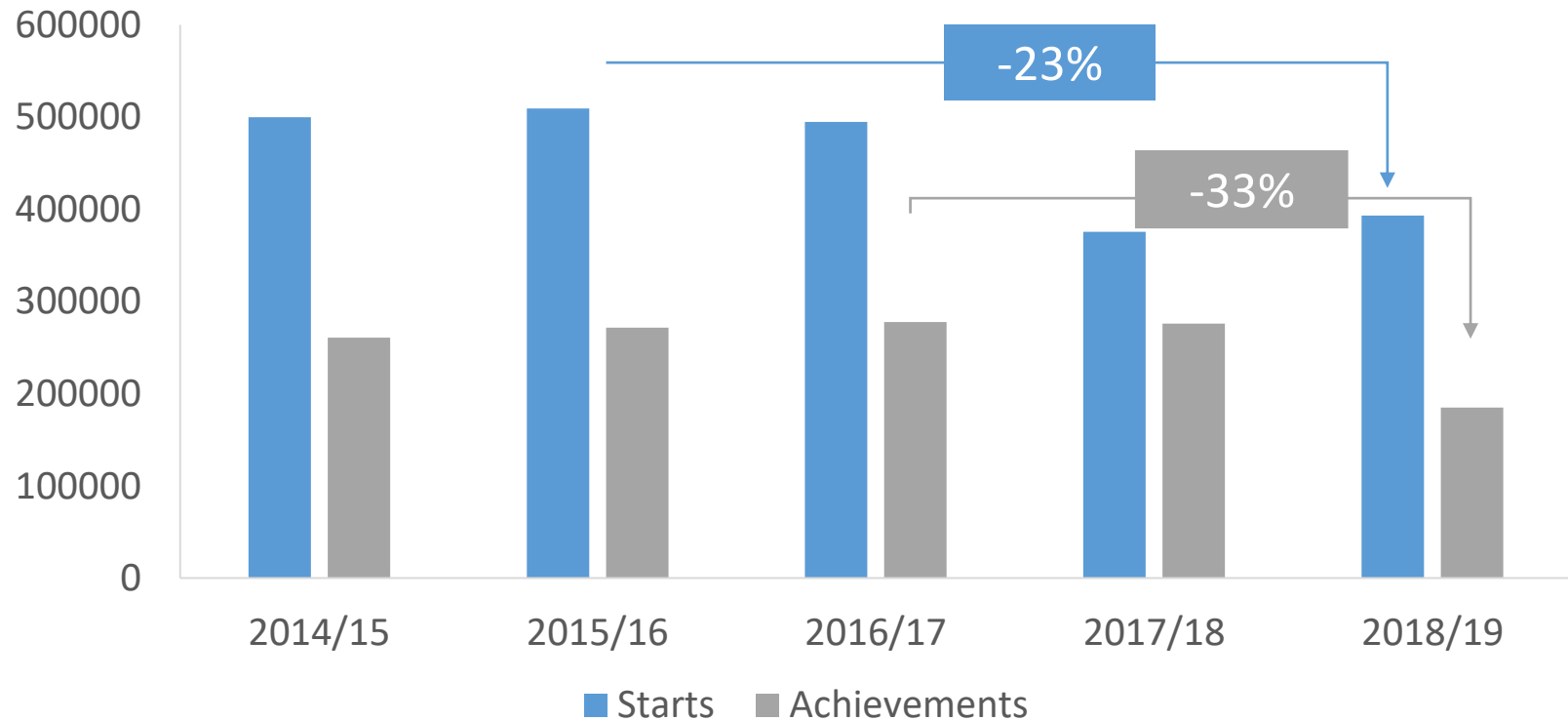
Appendix

A. National Apprenticeships Overview

B. SWLEP Apprenticeships Overview

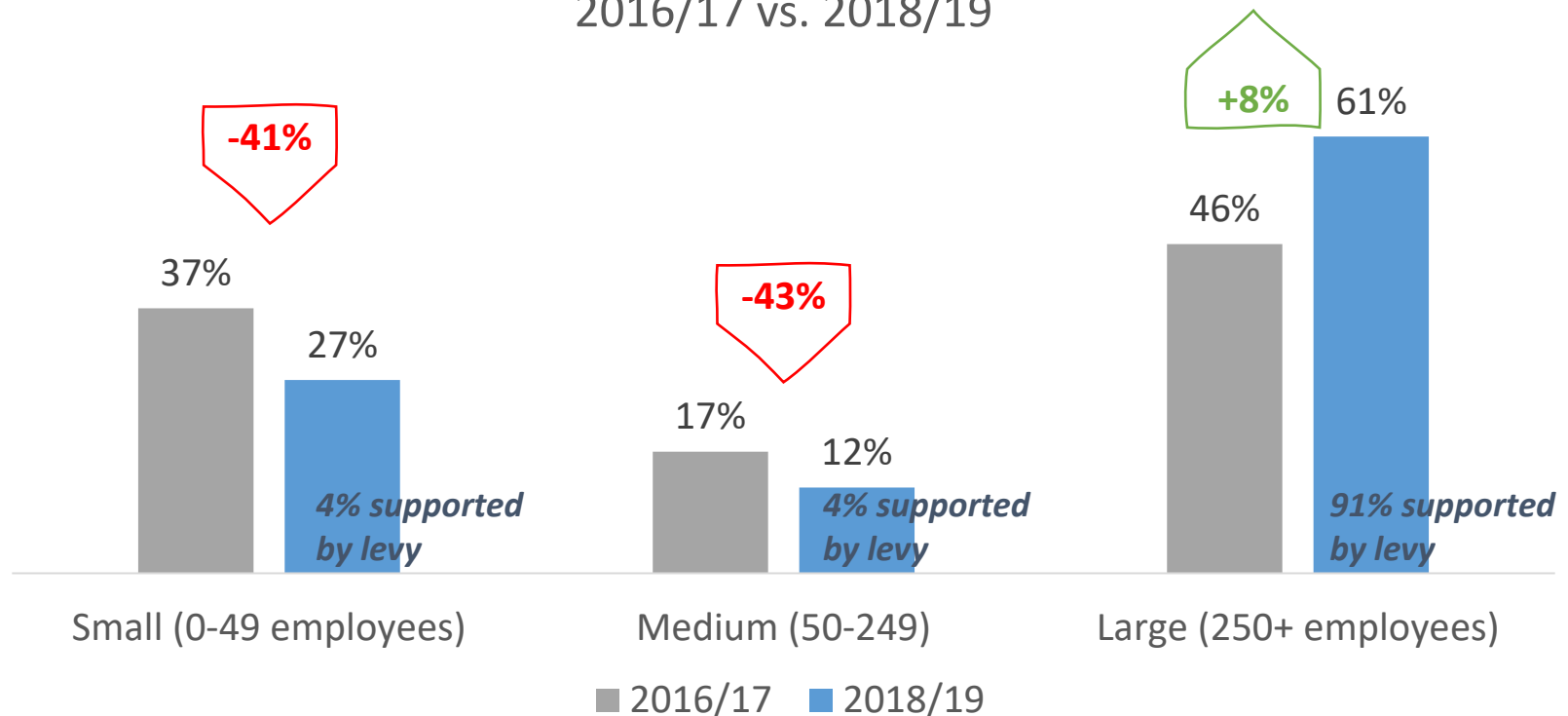
Nationally, apprenticeship starts c. $\frac{1}{4}$ and achievements $\frac{1}{3}$ below peak...

England Apprenticeship Starts & Achievements



...driven by smaller companies...

England Percentage of Apprenticeship Starts by Employer Size,
2016/17 vs. 2018/19

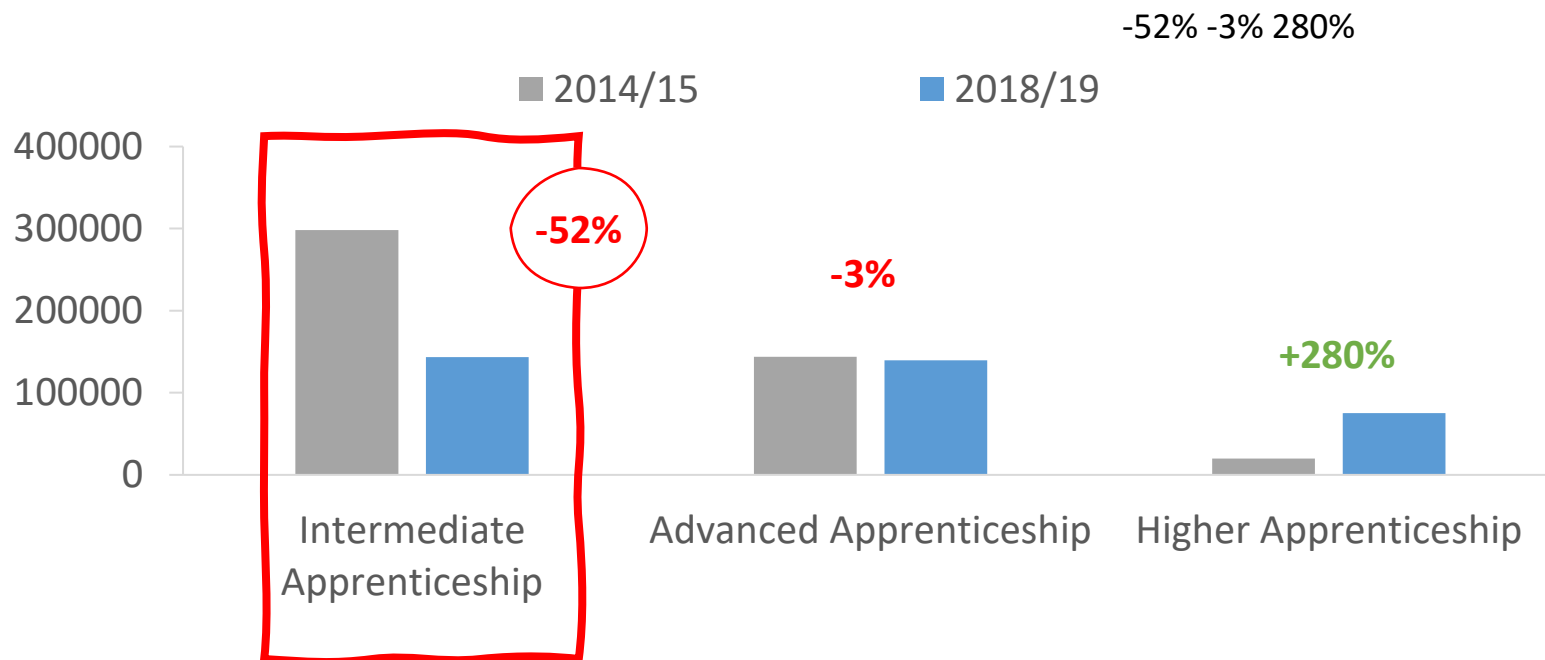


19% overall decline between 2016/17 and 2018/19, cutting across businesses of all sizes



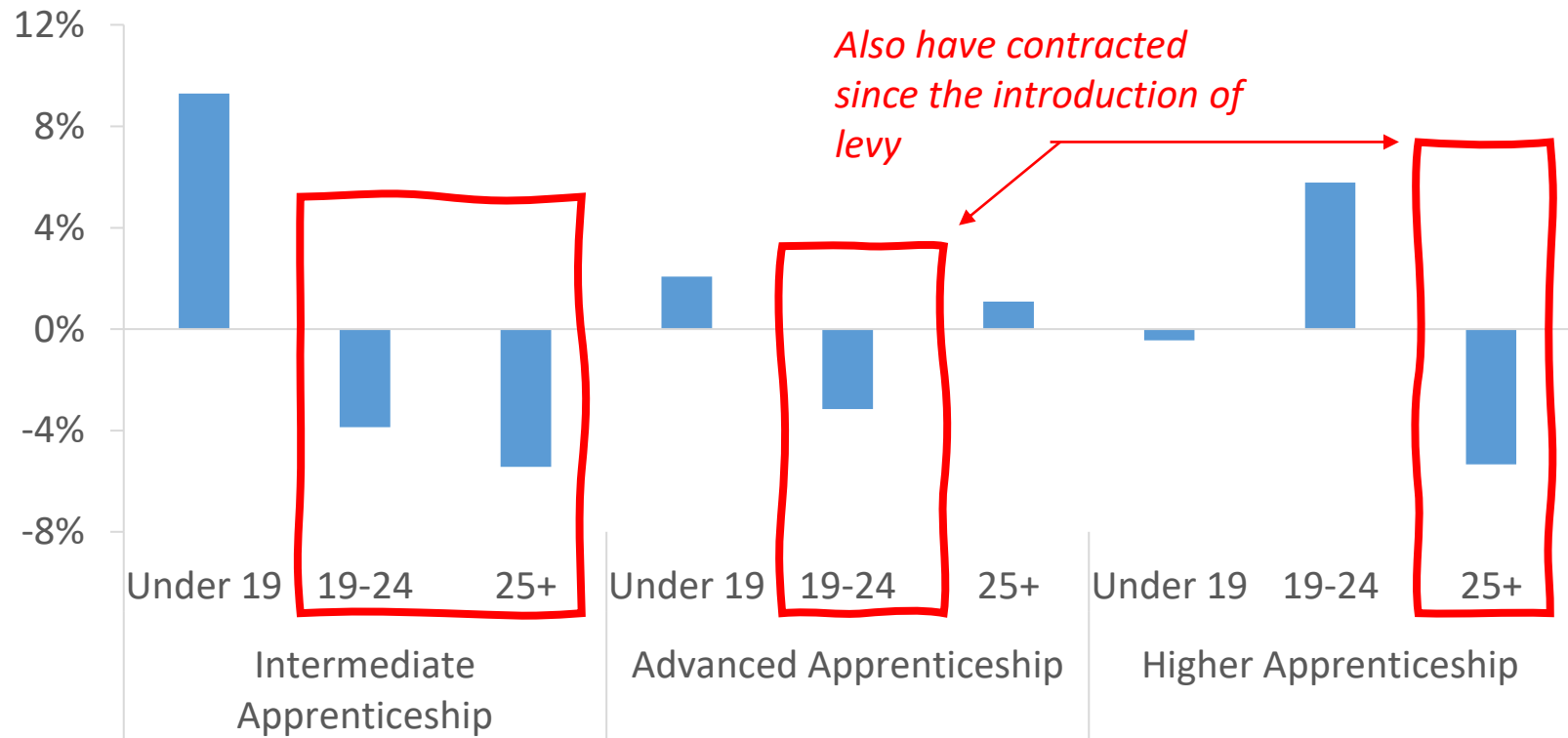
...and intermediate levels...

England Apprenticeship Starts by Level 2014/15 vs. 2018/19



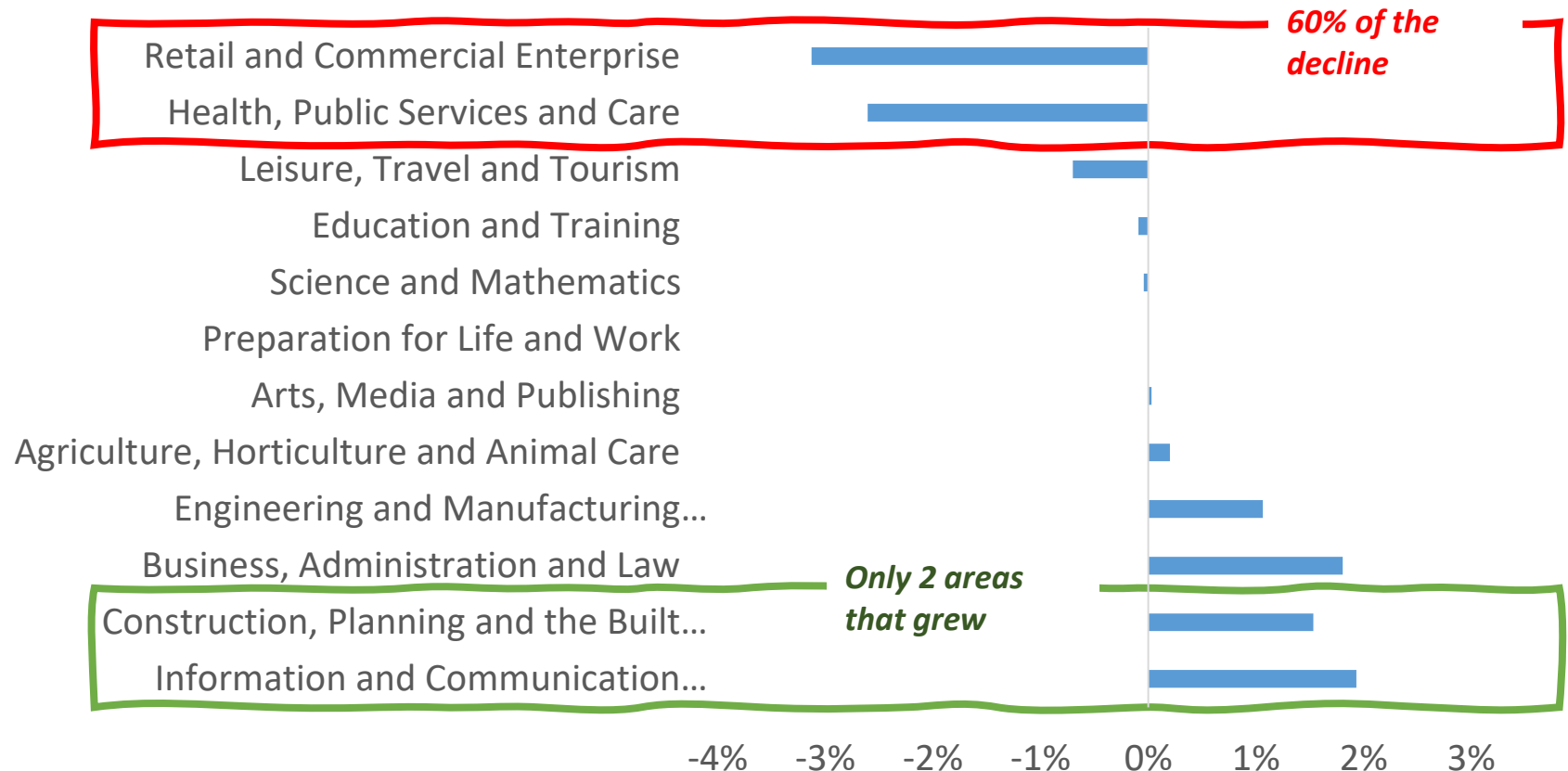
... and age groups over 19

England Apprenticeships by Level & Age 2018/19 vs. 2014/15



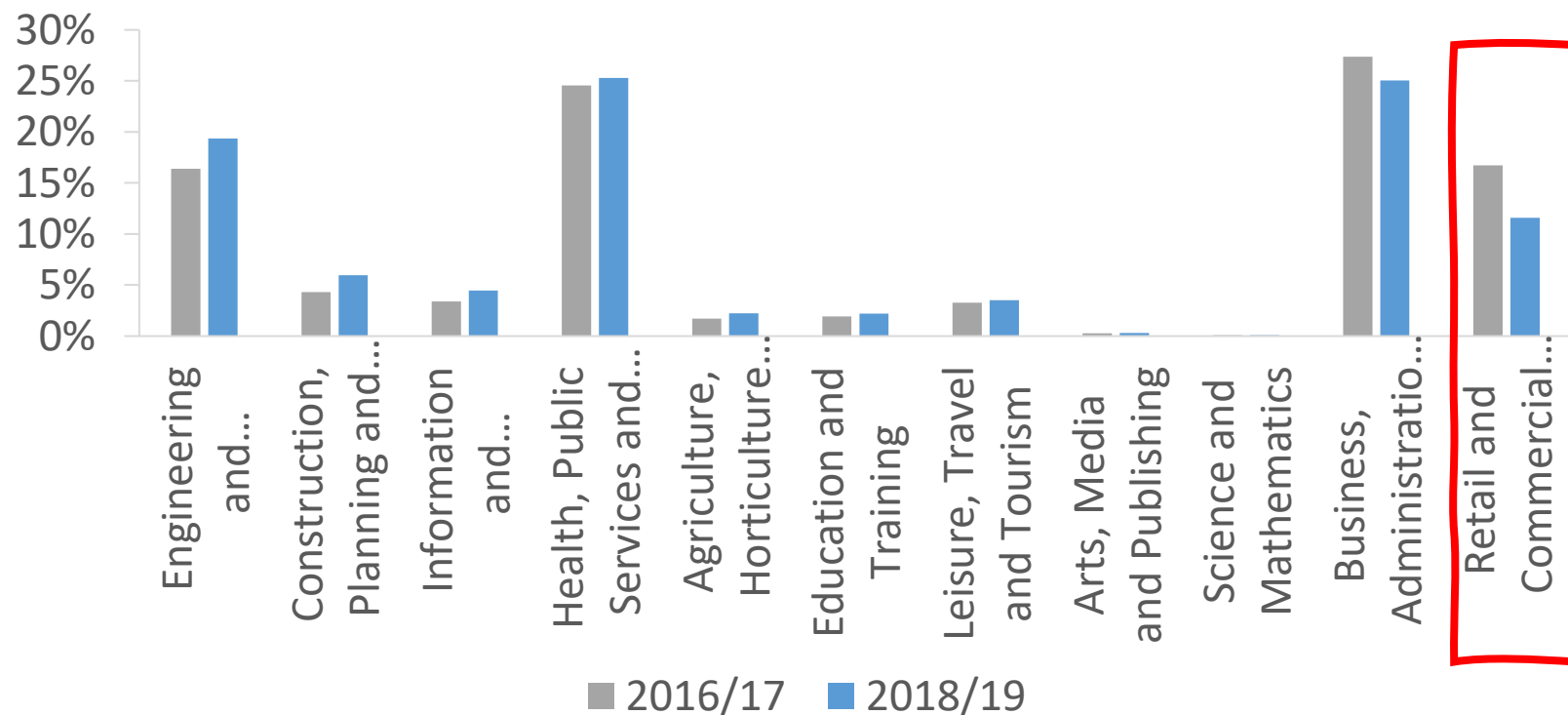
Health and Retail accounted for 60% of the drop in participation in 2018/19

England Changes in Participation by Subject, 2018/19 vs. 2016/17



Retail also recorded above-average drop in achievements

England Apprenticeship Achievements by Subject



Appendix

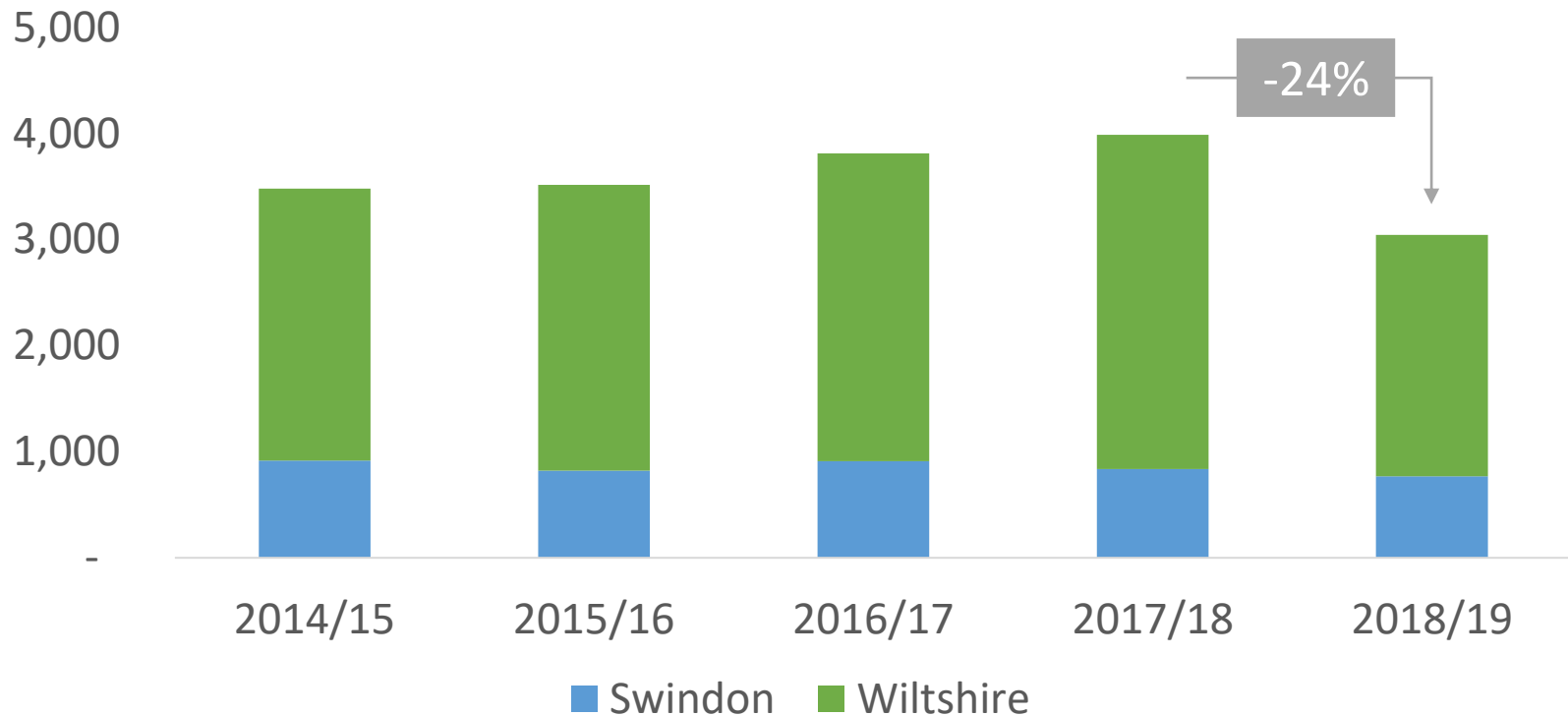
A. National
Apprenticeships
Overview

B. SWLEP
Apprenticeships
Overview



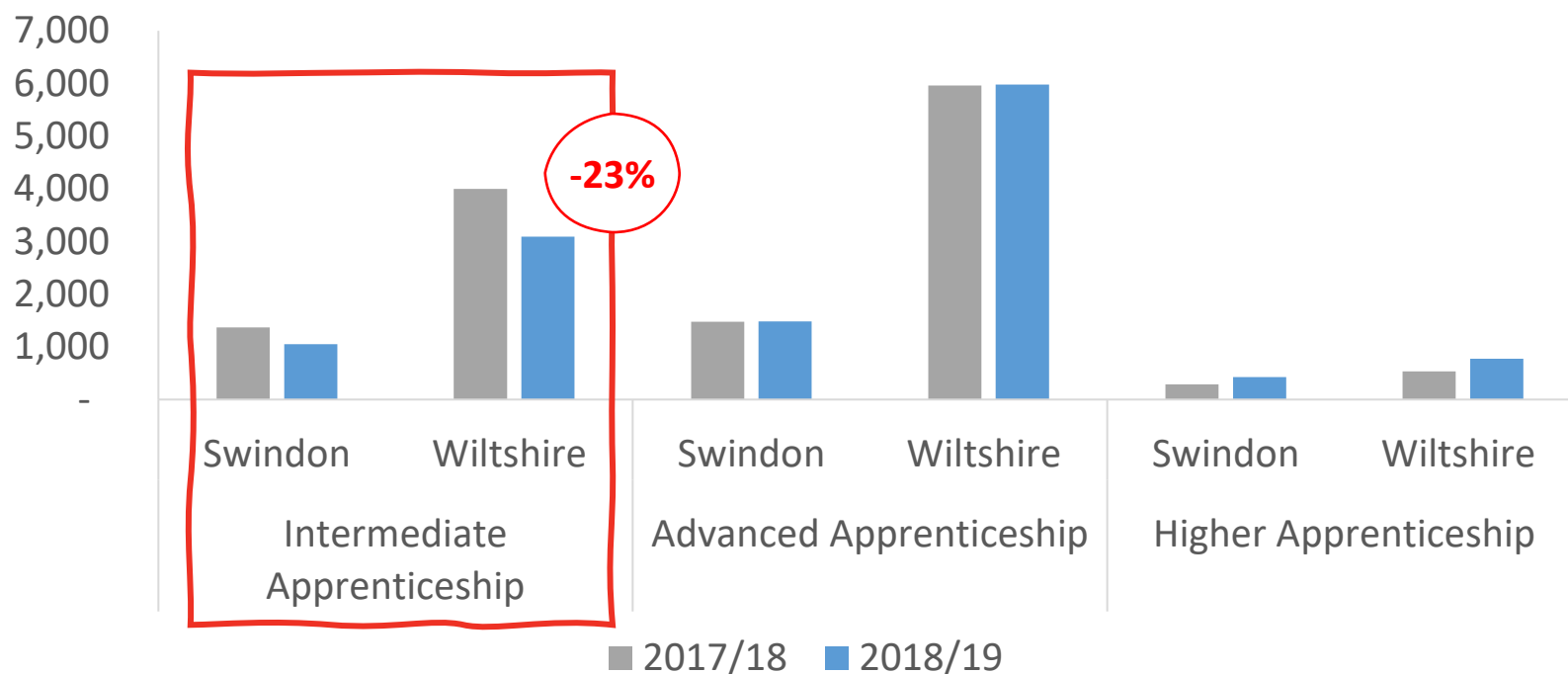
SWLEP's apprenticeship achievements have declined, but slower than national average

Swindon & Wiltshire Achievements, 2014/15 - 2018/19



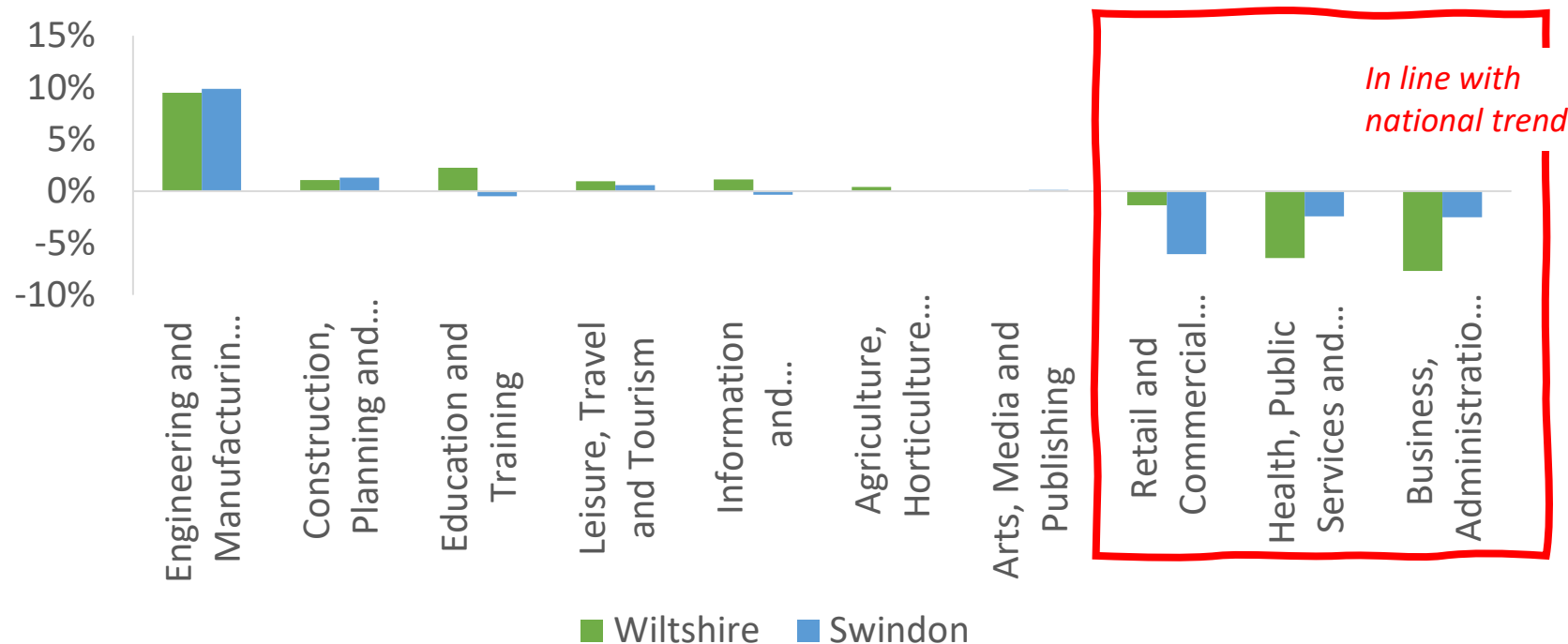
In line with national trends, intermediate apprenticeships drove SWLEP decline

Apprenticeship Participation by Level, Swindon & Wiltshire, 2017/18 vs. 2018/19



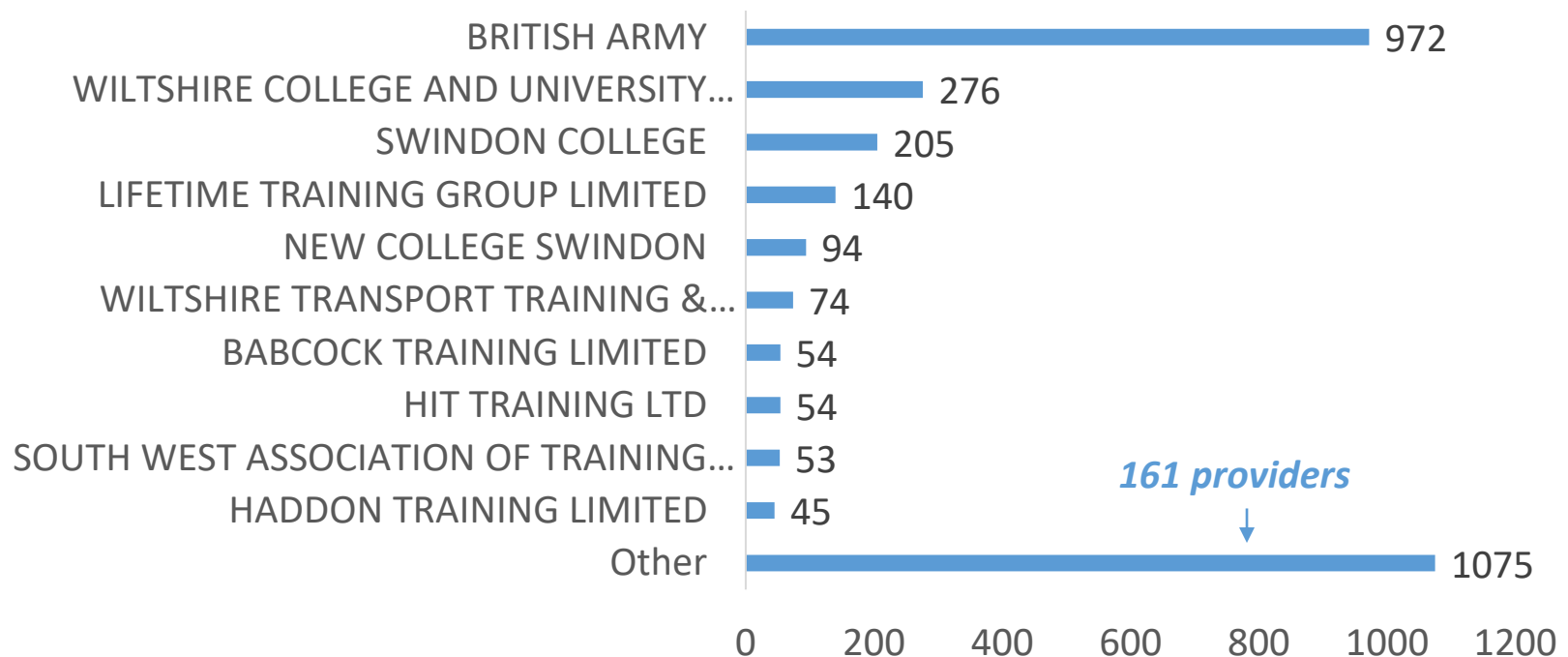
Business, Retail and Health achievement declined in line with national trends

Change in Swindon & Wiltshire Achievements by Subject, 2017/18 vs. 2018/19



Top 10 providers accounted for nearly 50% achievements in 2018/19

Swindon & Wiltshire Achievements 2018/19 – Top 10 Providers



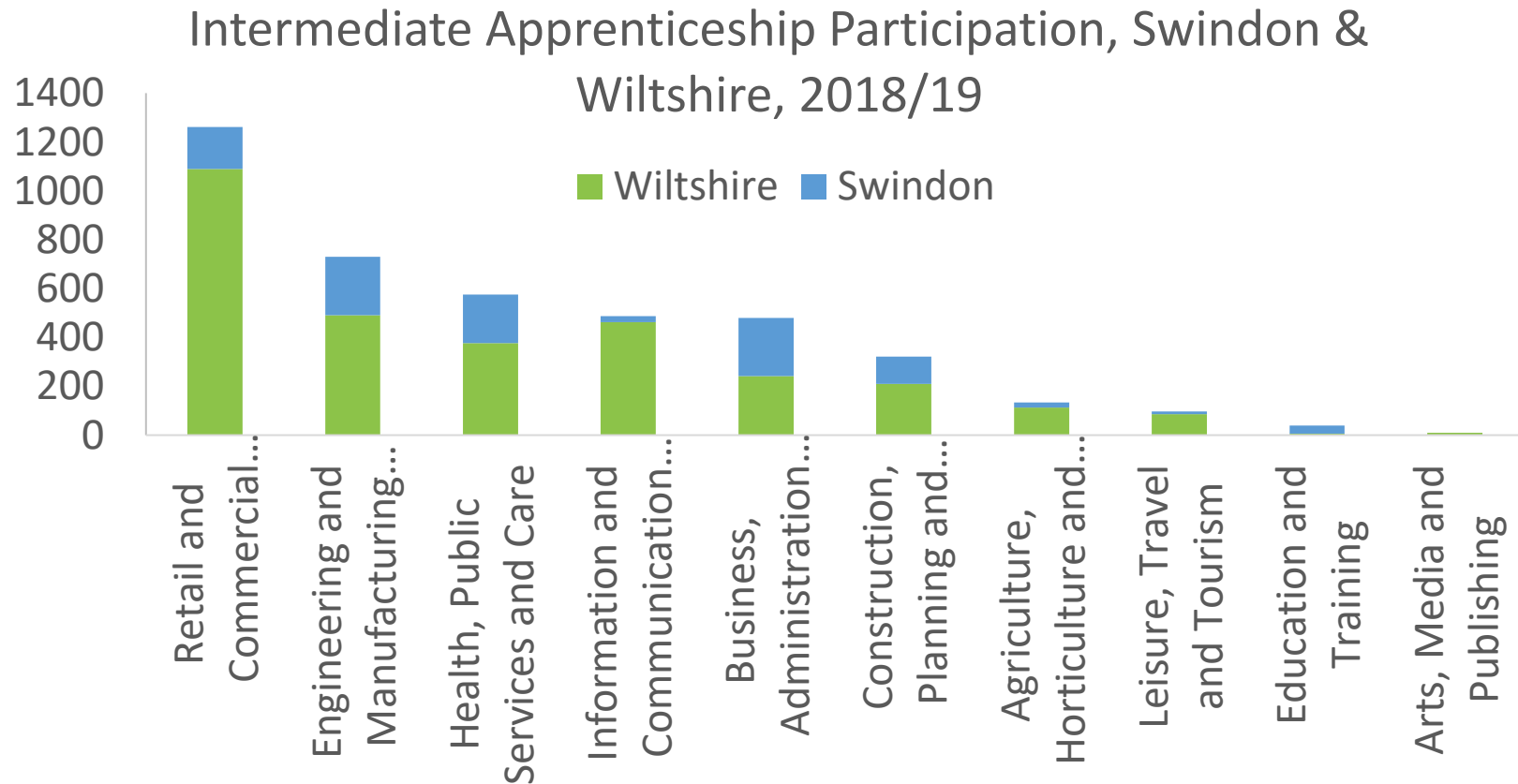
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Apprenticeships
Overview:
Intermediate

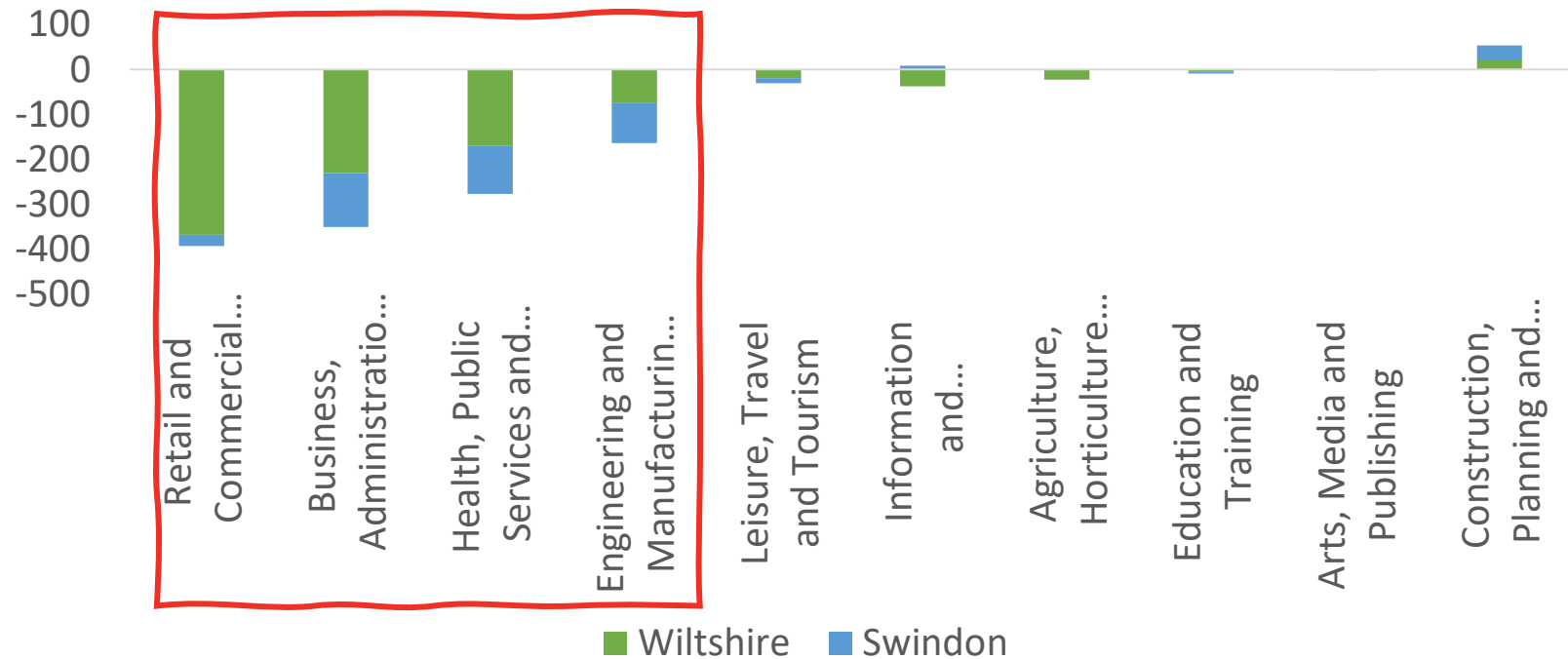


Retail was the largest intermediate subject in Swindon & Wiltshire



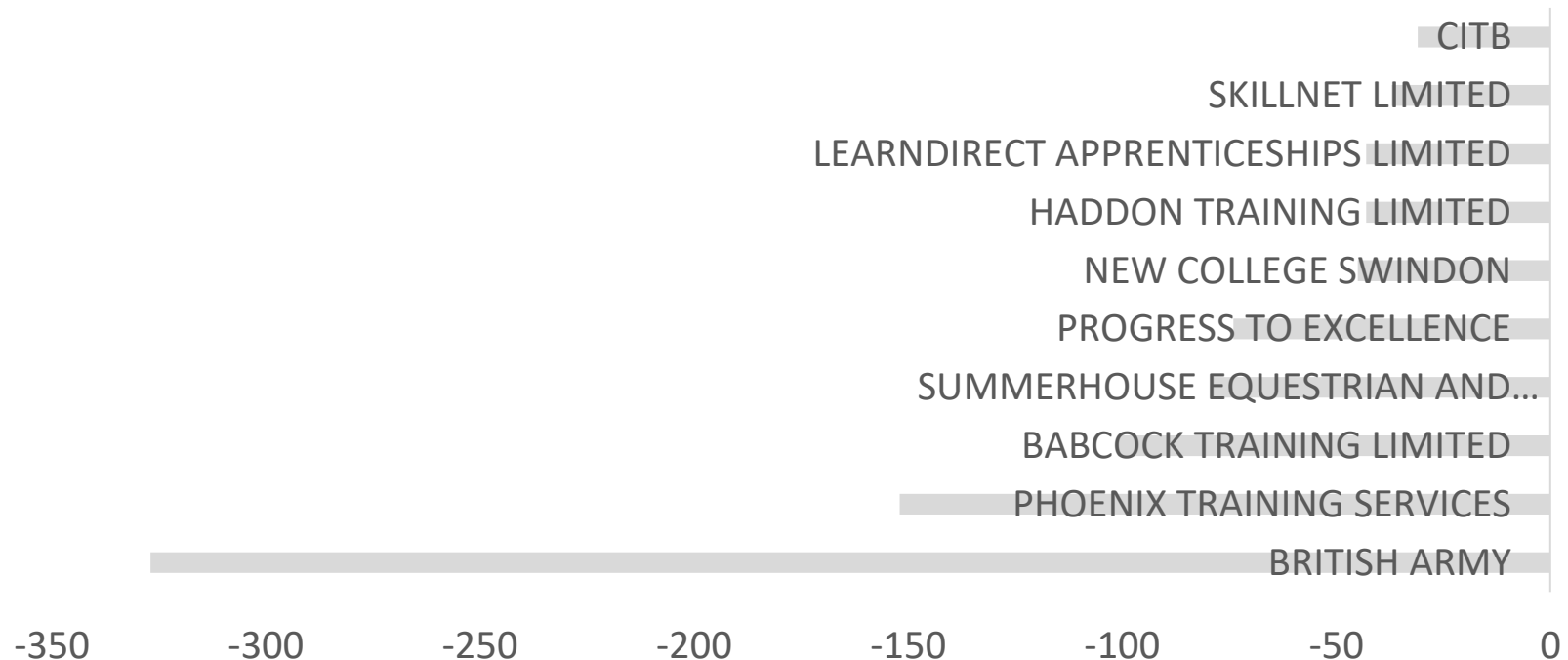
Declines in 2018/19 were driven by 4 key subject areas

Swindon & Wiltshire Intermediate Apprenticeships, Number of Participants 2017/18 vs. 2018/19 by Subject Area



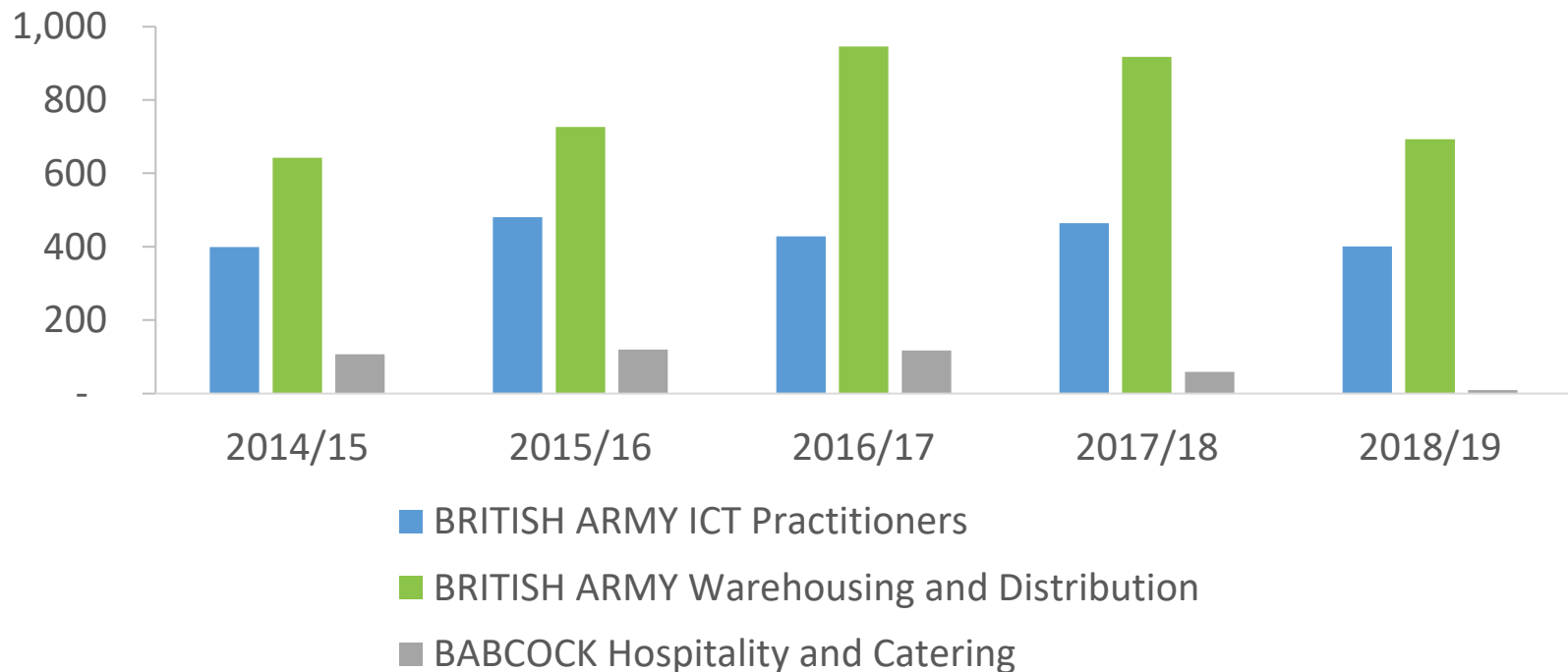
British Army, followed by Phoenix, which closed down, and Babcock saw greatest falls

Top 10 Fastest Declining Intermediate Providers, 2017/18 vs. 2018/19



Three subject areas led the decline for the fastest declining providers

Fastest Declining Intermediate Apprenticeships in 2018/19 by Subject and Provider



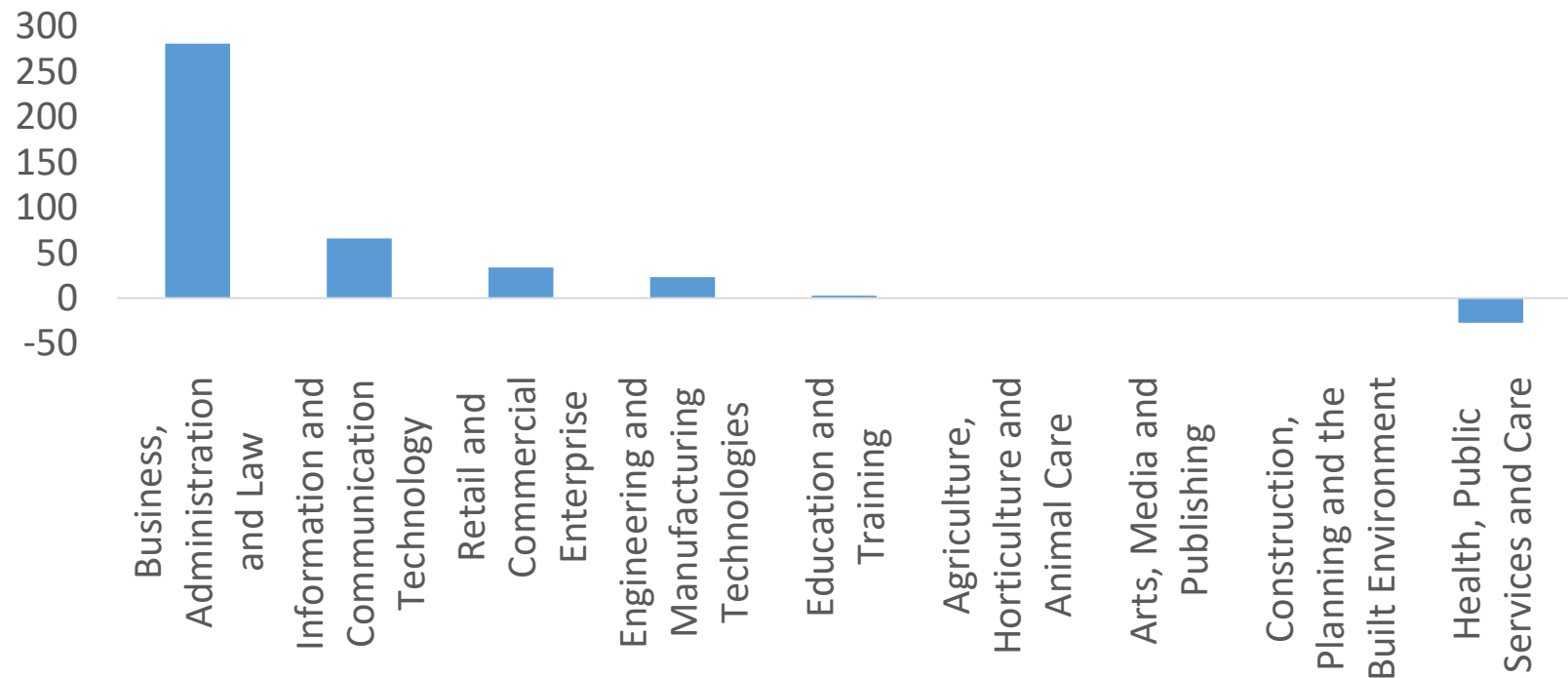
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A. National
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Overview: *Higher*

Some of the intermediate decline offset by high level increases

Swindon & Wiltshire Higher Apprenticeships, Change in Participation 2018/19 vs. 2017/18



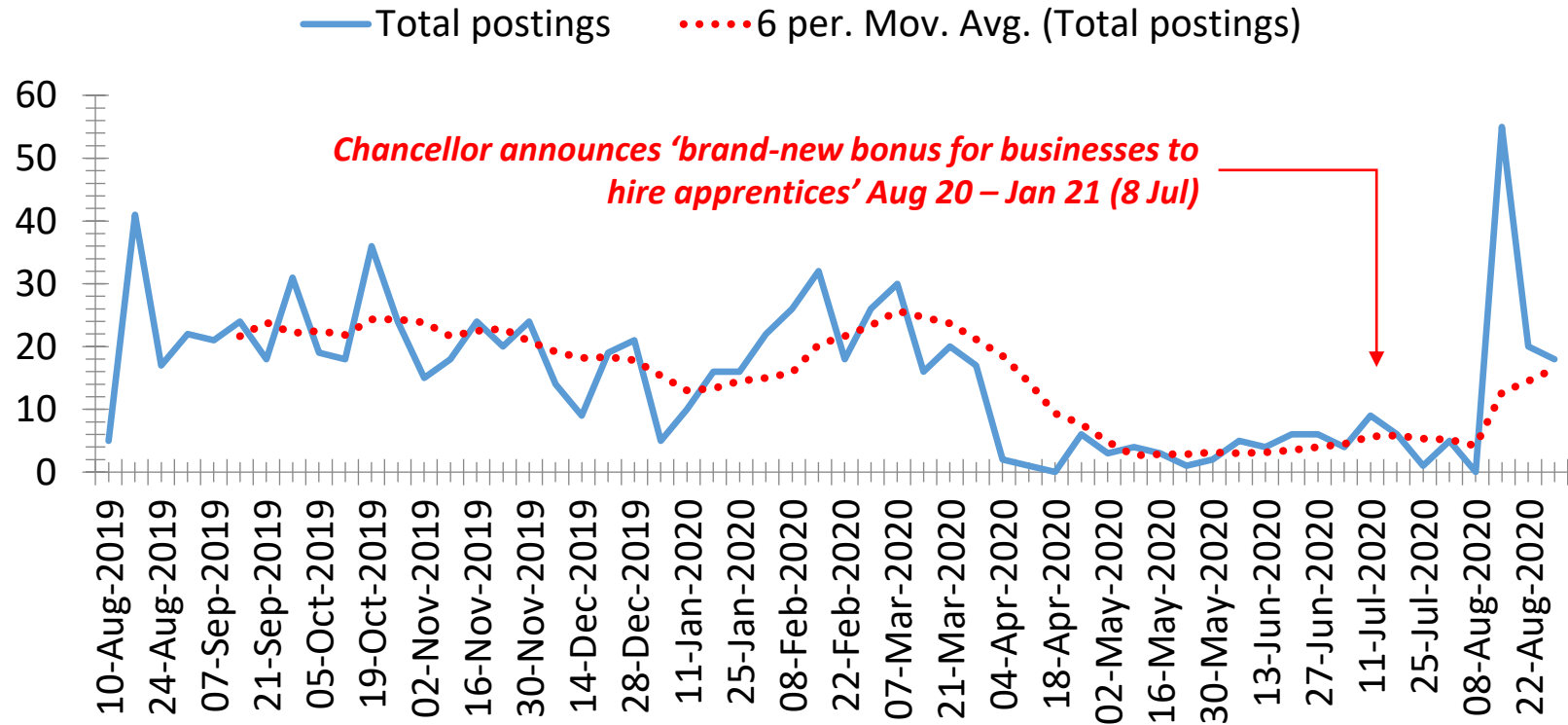
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Overview: ***Covid-19
Impact***

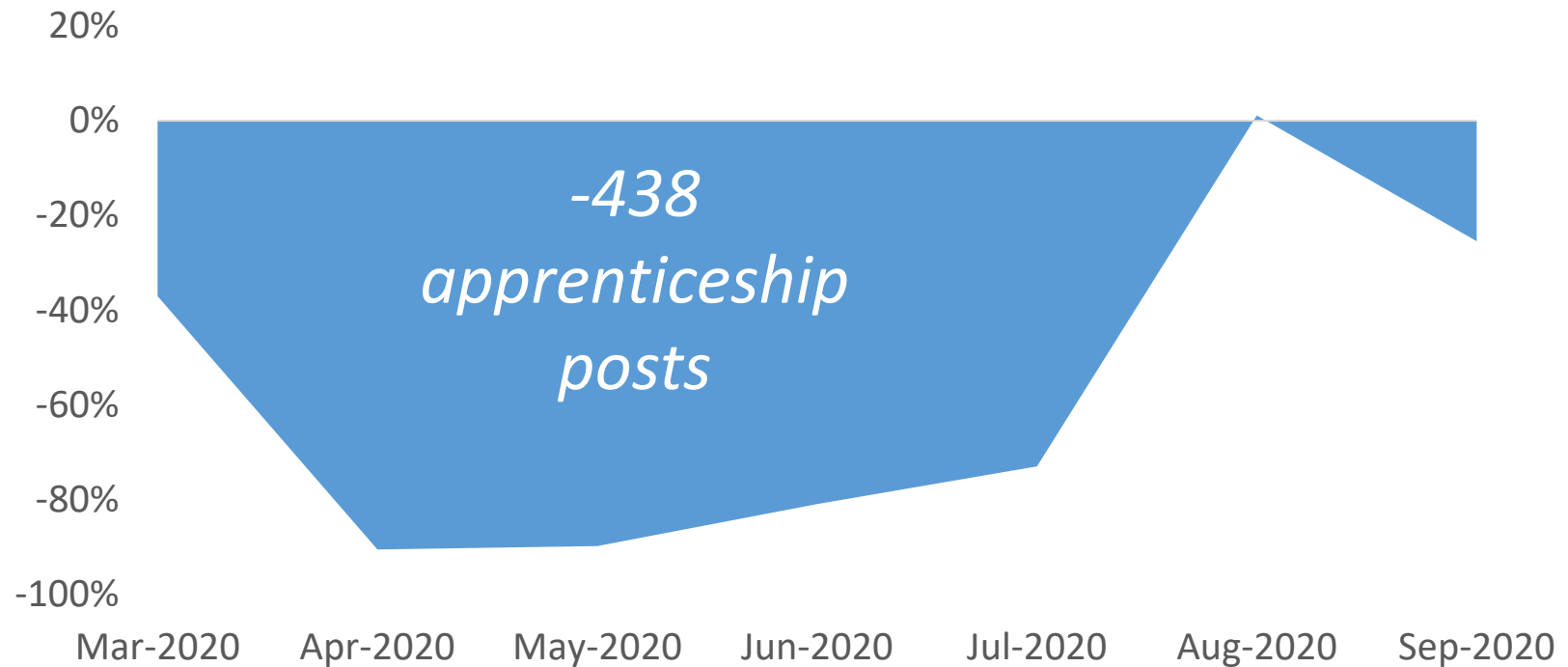
Apprenticeship vacancies showed considerable uplift in Aug, in line with national average

SWLEP Apprenticeship Job Postings, Jul 2019 - Jul 2020



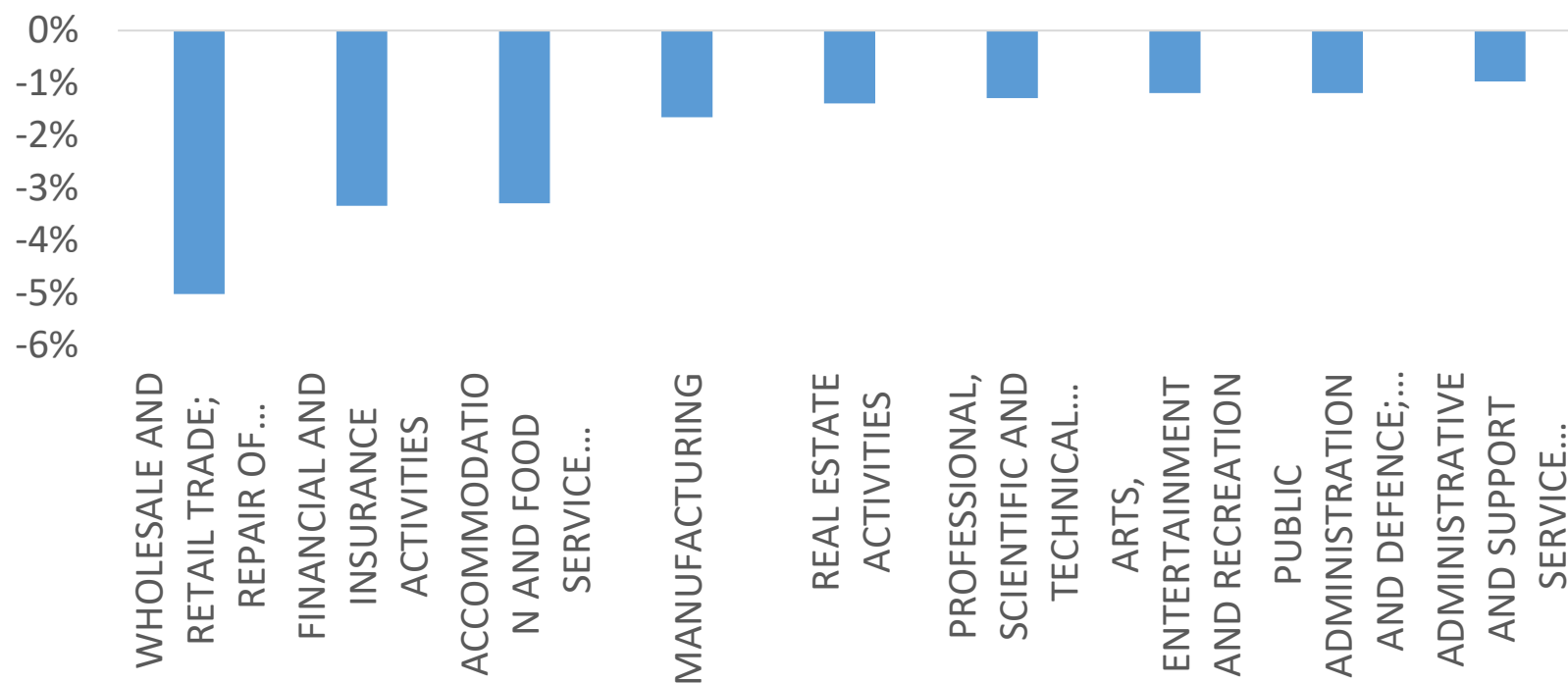
However, we saw a YoY drop of c. 440 vacancies since the lockdown started

SWLEP Apprenticeship Job Postings, Year-on-Year Change by Month



Retail, Financial services and Hospitality saw the greatest declines

SWLEP Sectors with Above-Average Apprenticeship Postings Decline



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Future focus

Developing a working plan



Alex to add

- Apprenticeship starts / achievements over the last 3-5 years
 - Broken down by level and subject
- Current challenges
 - Before the lockdown
 - Since the lockdown
- Future focus

Available resources

