

CHALLENGES AHEAD FOR APPRENTICESHIPS



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A woman with dark hair, wearing a dark denim shirt, stands with her hands on her hips, looking directly at the camera. She is positioned behind the word "DIRECTION".

DIRECTION

- 1. Strong recent growth with high learner and employer satisfaction ratings**
- 2. Centre piece of skills strategy with very active policy agenda and high public scrutiny**
- 3. Vital to range of agendas including Economic Growth, Raising Participation Age and Tackling Youth Unemployment**
- 4. Events such as WorldSkills London, Apprenticeships Awards show how much we have to celebrate**

1. Increasing the number of new employers with Apprentices

- Penetration still low
- New sectors to be fully developed
- More major employers to demonstrate the value
- Make it easier for employers
- Incentives
- Flexible provision – GTAs/ATAs
- Role of core cities and Apprenticeship hubs
- Holt Review/Employer Ownership Pilots

2. More young people starting an Apprenticeship

- Difficult labour market – Youth Contract
- Raising awareness while at school so can prepare to succeed
- Challenging perceptions of Apprenticeships – range, levels of opportunities with great companies
- Making Apprenticeships more exciting – Skills Show and competitions
- Providing information for young audience (and parents)
- Making it easier to apply for Apprenticeships – single point for all opportunities
- More young advocates, ambassadors, alumni

3. High Quality Apprenticeships

- Ensure Apprenticeships and high quality are always closely associated in all sectors
- Standards set benchmark international standards
- Reconnect employer expectations of duration with delivery
- Ensure minimum duration requirements lead to real change
- Better understanding by all of what is a high quality Apprenticeship
- Ensure this is what is delivered and funded
- Deal decisively with all threats to quality
- Employer contribution and a workplace conducive to personal growth

4. More advanced and high level Apprentices

- Ensure Apprentices have foundation to progress including improved English and maths
- Higher opportunities are created – Higher Apprenticeship Fund
- More high aspiration feeder routes such as UTCs
- Make Apprentices (and parents) more aware of higher opportunities
- Higher level teaching and training required
- Businesses who recruit graduates only
- The successful introduction of loans

Other Challenges

DELIVER

- Supporting key growth sectors
- Broadening access to the Apprenticeship programme
- Information about the Apprenticeships, including through the National Careers Service, Jobcentre Plus and Apprenticeship vacancies
- Ensuring access into Apprenticeships
- Ensuring all Apprentices get the experience they deserve including off the job training and the right pay
- Ensuring the whole Apprenticeship system moves sufficiently quickly and flexibly to meet changing employment and skills needs
- Sustaining growth trajectory to ensure irreversible expansion in vocational training

New Era for Apprenticeships

