

London Councils



Vic Grimes
Divisional Director – London and SE
6 March 2012

A man with short brown hair, wearing a blue denim shirt, is smiling broadly at the camera. He is standing with his hands on his hips.

DIRECTION

Role of the National Apprenticeship Service

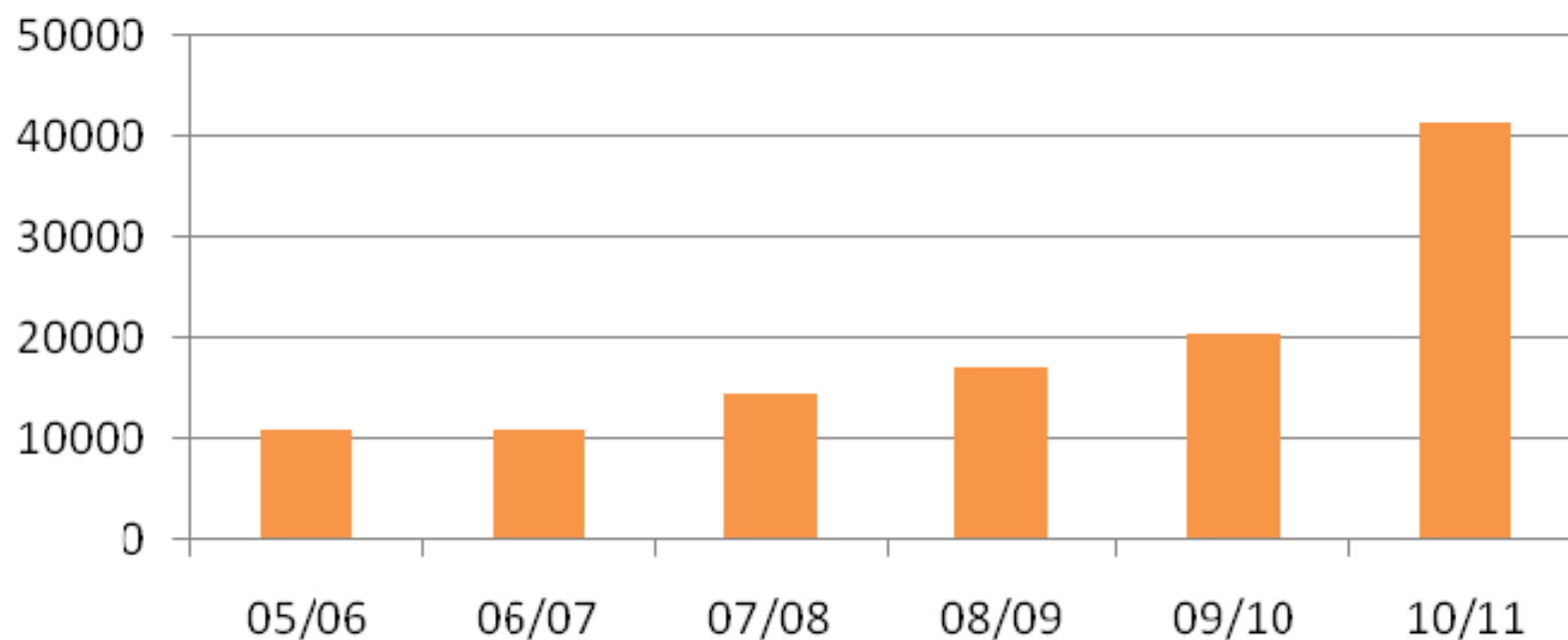


- Expand the number of Apprenticeship places offered by employers
- Increase the number, quality and diversity of people applying for Apprenticeships, and in particular supporting 16-18 year olds
- Make it easier for employers to recruit apprentices and for individuals to search and apply for Apprenticeship vacancies
- Ensure that apprentice places available are responsive to regional priorities and deliver value for money
- Impartial service to employers on all 200+ Apprenticeships available and the provider base delivering them

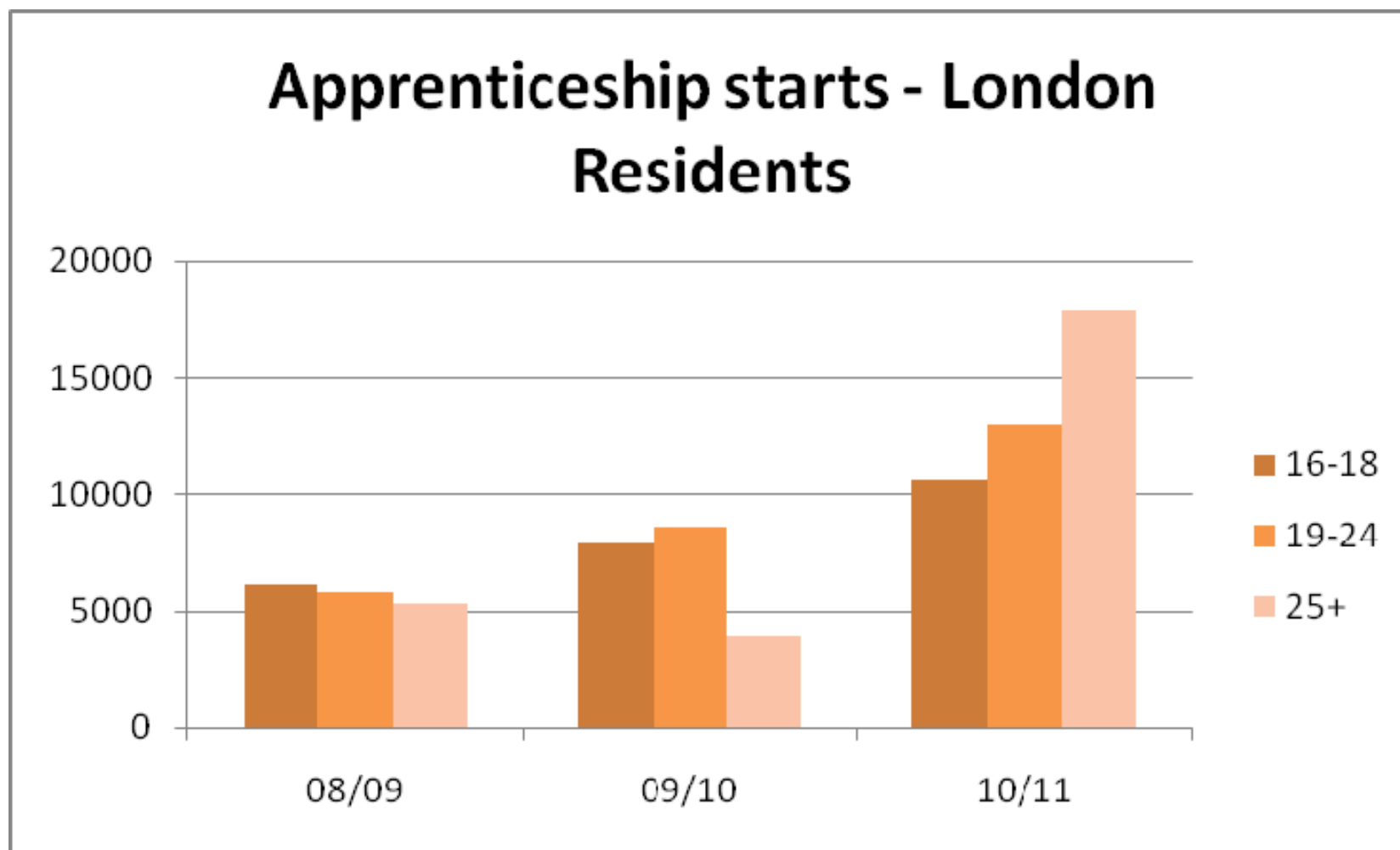
Apprenticeship Growth



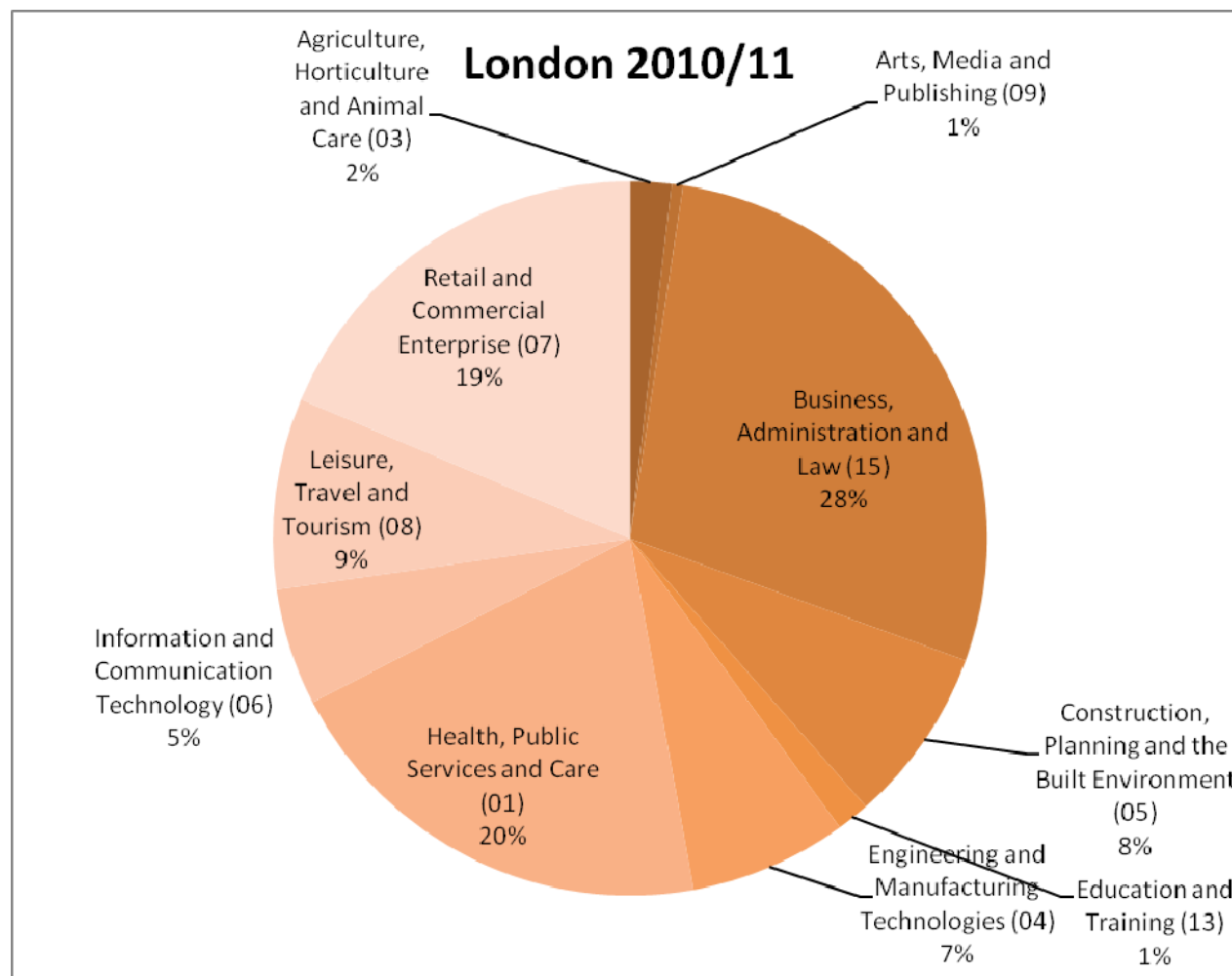
Apprenticeship starts - London Residents



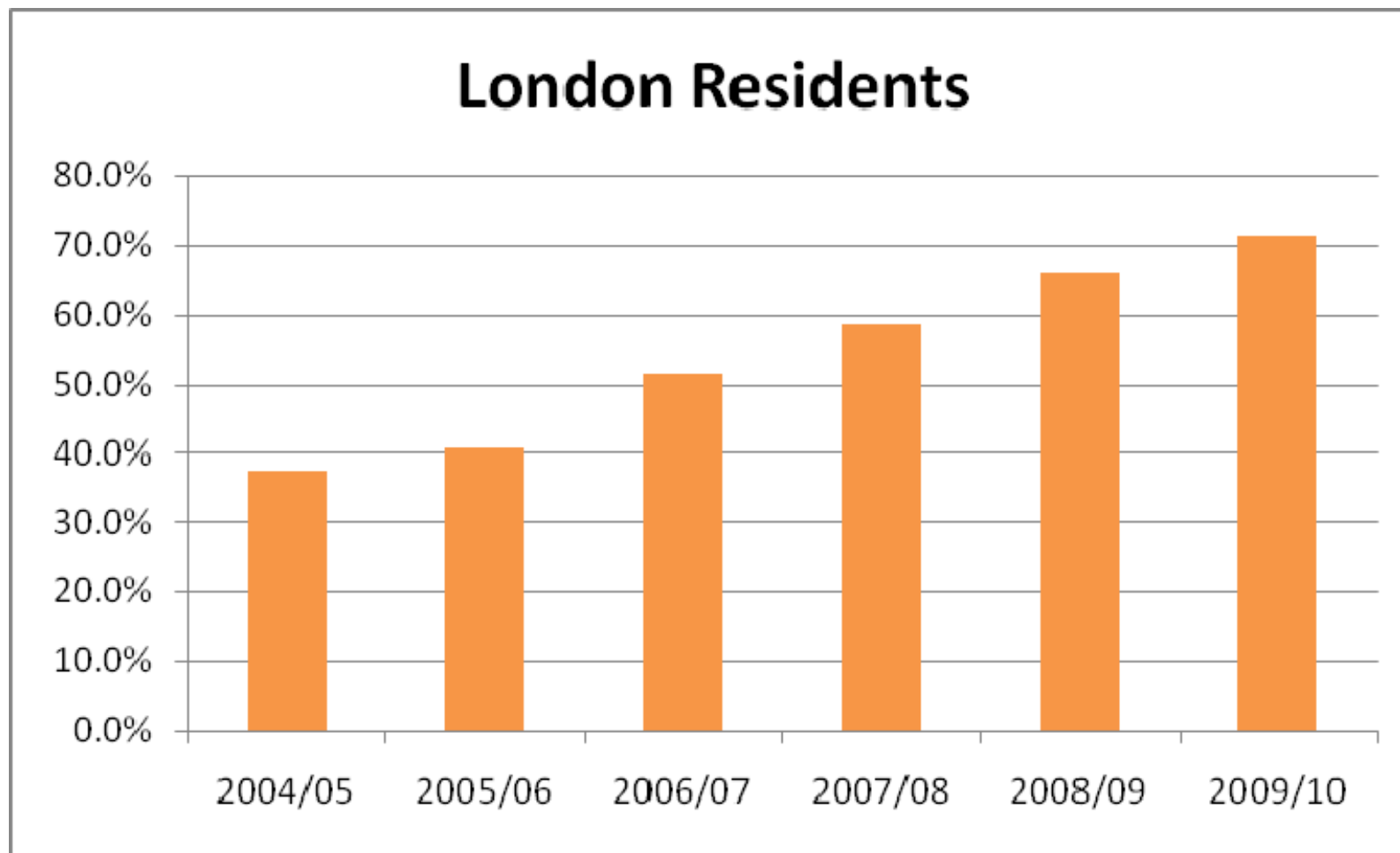
Apprenticeship Growth



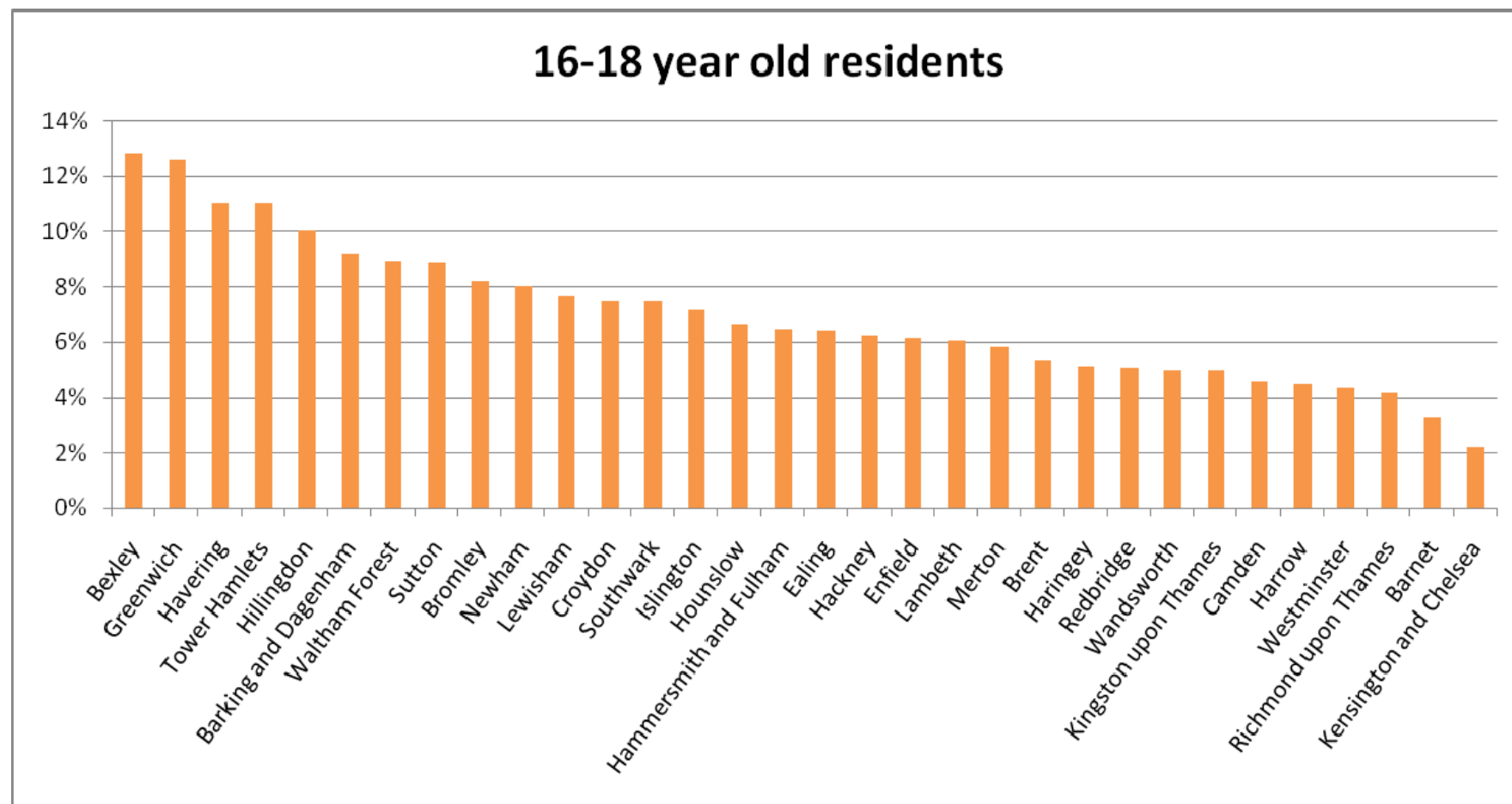
Apprenticeship Sectors



Apprenticeship Success Rates



Apprenticeship Participation Rates



Apprenticeship Priorities for 2012



- Continue to expand the number of employers offering Apprentice opportunities particularly SME and large employers
 - Increasing 16-18 and 19-24 Apprenticeship starts
 - Ensuring quality of the Apprenticeship programme
 - Increasing the demand for Advanced and Higher Level Apprenticeships
 - Core Cities / Apprenticeships Hubs
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1. Raising standards and safeguarding quality and the brand

- Reviewing all short duration programmes
- Working jointly with the Skills Funding Agency
- Support from AoC and AELP
- Direct action to be taken on substandard provision
- Contractual changes for 2012/13 to include 12 months minimum duration for 16-18 year olds
- Competitions at the heart of promoting excellence

2. Simplifying the programme and improving *support for SMEs*

- New Apprenticeship Grant for Employers (AGE) to take on a young apprentice for the first time
 - 40,000 Apprenticeship grants for small-medium sized employers recruiting 16 to 24 year olds with a value of £1,500
 - This grant is available NOW until March 2013
- Making it quicker and easier for employers to take on an apprentice - reducing the time it takes an employer to advertise for an apprentice to one month
- SMEs to be able to add additional units to frameworks

3. Higher Apprenticeship Fund (Round 2 open now)

The aim of the Higher Apprenticeship Investment Fund is to create sustainable, Higher Apprenticeship programmes that are based on employer demand, involve education and business partnerships and that are accessible to all, especially small employers.

- Raise profile of Apprenticeships
- Establishment of extended Apprenticeship offer/family
- Increase progression offer to Higher Level Skills
- Raise “*Higher Education*” participation

National Apprenticeship Service



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