

# Apprenticeships: London update & 16-18



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National Apprenticeship Service

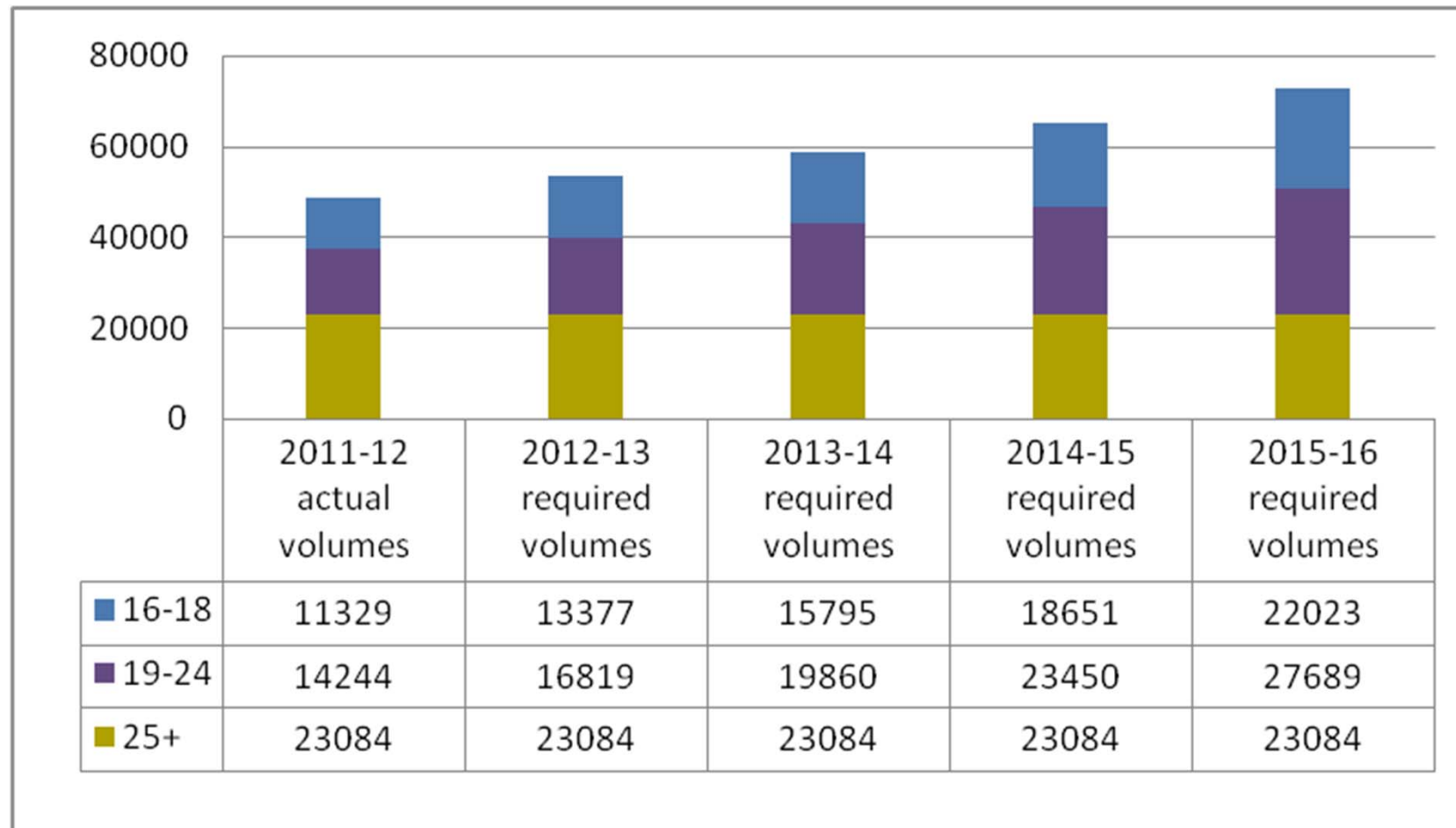
19 April 2013

A smiling man with short brown hair, wearing a dark blue denim shirt, stands with his hands on his hips behind the word "DIRECTION". The word is written in a large, white, hand-painted style font with splatters. The background is black.

# DIRECTION

# Target trajectory to achieve Mayor's 250,000 Apprenticeships

# DELIVER



Requires 18% year on year growth of 16-24 year old starts.

YPES strategy sets a 10% increase

## 16-18 Apprenticeship Performance

**DELIVER**

- Overall growth in Apprenticeship Starts in 2011/12 compared to 2010/11
  - 16-18 volumes remained the same over the period against a fall nationally
  - 2012/13 had seen a fall in 16-18 volumes in Q1 of 20.9% (860) compared to Q1 in 11/12
  - 22 of the London Boroughs have seen resident participation fall by over 20% with 5 experiencing falls of 40% or more
  - In 5 boroughs participation has increased for 16-18 year olds
  - Vacancies advertised on the Apprenticeship Vacancy system have increased by 57% to nearly 4,000 for the first half of the year
  - Over 1,000 vacancies currently available in London
  - 46% growth in Applications over the same period
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## 16-18 Action Plan

DELIVER

### 1. Employer engagement:

- Extension of the AGE Grant into financial year 2013/14
- Uplifted direct mail and telemarketing to SMEs
- Continued big business engagement jointly with the GLA
- Sector campaigns using high profile industry leaders
- Above the line advertising on TfL inventory, radio adverts and partnership, press advertising
- Piloting localised campaign in partnership: ie Hackney / East End

### 2. Marketing & Communications:

- National Apprenticeship Week
- Exam results
- Apprenticeship Awards
- Skills Show & Skills London

## 16-18 Action Plan continued

The word "DELIVER" is written in a bold, white, hand-painted style font against a black background.

### **3. Young people communications & support:**

- Enhanced Apprenticeship vacancy support for unsuccessful applicants through 'employability workshops' delivered by AELP contracted providers
- Employer-led 'employability workshops' currently been developed
- Launch of an apprentice travel concession –announced by Mayor in NAW 2013
- Continued support for the Apprenticeship Information Ambassadors Network
- Raising awareness of Apprenticeship opportunities available through a range of media including local press (paper and online) and the dedicated smart phone app

### **4. Working with stakeholders**

- Contacted all Head teachers to ensure they are aware of the support available for providing information on Apprenticeships
- Written to all Local Authorities seeking meetings to discuss and agree joint action to raise awareness and engagement with employers and young people.
- Engaged with provider representative bodies and other partners to understand the issues and identify potential solutions.
- Support for London Councils

## LEP Roundtable - proposals



- 1) Enhanced employer incentives: to uplift the current AGE Grant for London based businesses.**
- 2) Higher Apprenticeship Fund – to develop new frameworks in sectors important to the London economy**
- 3) A further joint marketing and communications campaign over the period 2013 -16.**
- 4) Ensuring young people are aware of the value of Apprenticeships through the provision of impartial Information, Advice and Guidance.**

- Are the current actions the right ones?
- What more can NAS and YPES partners be doing to increase the number of 16-18 year olds in London?