

# Apprenticeships in London

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Caroline Neville, Regional  
Director, AoC London

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# Apprenticeships in London – What do we deliver?



## Apprenticeship Participation

	2011-12	2012-13
London	72,210	77,110
England Total	806,500	868,700
London as percentage of England Total	9%	8.9%

The total population of London is approximately 15% of the total population of England

# Apprenticeships in London – What do we deliver?



## Apprenticeship Starts

Year	Under 19	19-24	25+	All ages
2010/11	10,620	12,970	17,810	41,400
2011/12	10,670	13,740	22,820	47,230
2012/13	9,490	14,030	21,560	45,070

# Apprenticeships in London – What do we deliver?



## Apprenticeship Level – Percentage of Learners by Age

Level	16-18	19+
Level 2	70.0%	54.5%
Level 3	29.5%	44.4%
Higher	0.5%	1.1%

## Apprenticeship Subject – Percentage of Learners by Subject

Subject (Top Five)	16-18	19+
Business Administration and Law	27.9%	34.3%
Health, Nursing & Social Care	2.4%	15.5%
Child development	11.4%	9.8%
Hospitality and Catering	3.0%	6.2%
Hair and Beauty	12.5%	3.6%

# Growing apprenticeships

Growing apprenticeships in London requires:

1. More employers to agree to take on apprentices
2. More learners to sign up to apprenticeship programmes
3. Funding regime to support financially viable delivery of apprenticeships

# Growing apprenticeships



## Employers - Background

- 800,000 SMEs in the Capital and the majority of apprenticeships are in SMEs
- Large proportion of apprentices in the Capital work for SMEs
- Large variety of sectors – some large and predicted to grow
  - Professional, Real Estate, Scientific and Technical Activities
  - Administrative and Support Service Activities
  - Health
  - Information and Communication

# Growing apprenticeships



## Employers

- More publicity to raise awareness of apprenticeships and promote their benefits
- Case studies to demonstrate how employers can deploy apprentices
- Encouraging more public sector organisations to use apprentices as a method of recruiting new and developing existing staff
- Business to business relationships between FE and employers
- Lead referrals from agencies
- Information on what is offered by colleges and providers
- Employers signing up to commit to employing apprentices

# Growing apprenticeships



## Learners

- Apprenticeship starts fell from 2011/12 to 2012/13
- London apprentices account for approximately 9% of apprentices in England
- Improved IAG, especially for 14 to 16-year-olds
- Work with school and other institutions
- Regular use of social media and technology to promote apprenticeships with information and case studies

# Funding and quality

- Funding for apprenticeships flowing via employers
- Wage subsidy – AGE grant has been successful in supporting employers to take on apprentices
- Funding for 24+ apprentices following withdrawal from loans scheme
- Recognise higher cost of delivery to certain sectors and certain types of employers
- Simple system with simple payment mechanism
- Quality increasingly used in commissioning and purchasing decisions
- New apprenticeships standards

# And to remember...

- **National Apprenticeship Week 2014**
  - 3 – 7 March
  - <http://www.apprenticeships.org.uk/awards/nationalapprenticeshipawards.aspx>
- **Apprenticeships Awards 2014**
  - For the National Apprenticeship Awards 2014 entries are open until Friday 28 March.