

Apprenticeships in Shropshire.

1. Context:

1.1 Apprenticeships are available in a large number of skills sectors across the county. A wide range of private training providers and colleges offer both apprenticeships and traineeships for people aged 16 plus.

1.2 The majority of Shropshire year 11 school leavers enter full time education or training (88% +). Our year 11 destination information shows that year on year around 4.5-5.5% of the year 11 cohort access an apprenticeship at age 16, which compares favourably with our statistical neighbours.

1.3 As part of a schools requirement to provide impartial careers advice and guidance, all of our secondary schools have post 16 options events for year 11 pupils and parents where all options, including apprenticeships are explained. We have retained an Information, Advice, Guidance and Transition service which trades successfully with schools offering careers advice and guidance.

1.4 Training providers across Shropshire are members of a Shropshire and Telford Training provider network which links with the Marches Training Provider Association. One of the aims of the network and association is to increase the number of employers offering apprenticeships. This mirrors the aspirations of The Marches LEP Skills Plan.

1.5 Advertising and marketing events are run regularly to promote apprenticeships. Earlier this year, in conjunction with the training provider association, the Shropshire Star launched the 'Ladder for Shropshire', a 6 month media campaign and support service to encourage employers to offer apprenticeships.

2. Apprenticeship data:

2.1 The source and amount of apprenticeship data we can access has evolved over the years. Public access data is via the statistical first release (SFR), shared by government at points in the year. Data is also provided via the 'data cube' to each local enterprise partnership. However this data is not always available in a timely manner and access is over complicated. Attached is data collated from the SFR which shows a breakdown of apprenticeship starts, participation and achievements for Shropshire, Herefordshire, Telford and Wrekin.

2.2 summary of data

Headlines from the attached data sheets

Starts (2011 – 2014)	
Shropshire	16% decrease, static at U19 and 19-24. Main decrease at 25+, loss of 510 over 3 years
Herefordshire	18% decrease, evenly spread over three age groupings but main decrease at 25+, loss of 250 over 3 years
Telford and Wrekin	7% decrease, static at U19 and 19-14. Main decrease at 25+, loss of 150 over 3 years.

Starts by Sector 2013/14	Shropshire	Herefordshire	Telford and Wrekin
First	Engineering and Manufacturing Technologies	Business, Admin and Law	Business, Admin and Law
Second	Health, Public Services and Care	Health, Public Services and Care	Health, Public Services and Care
Third	Business, Admin and Law	Retail and Commercial Enterprise	Retail and Commercial Enterprise
Fourth	Retail and Commercial Enterprise	Engineering and Manufacturing Technologies	Engineering and Manufacturing Technologies

Participation (2011 – 2014)	
Shropshire	Level around 7500
Herefordshire	Level around 3100
Telford and Wrekin	Level around 3500

Achievements (2011 – 2014)	
Shropshire	Decrease in number at U19 despite static numbers of starts, growth at 19-24 & 25+ compared with a decrease in starts.
Herefordshire	Decrease in number at U19 mirrored by decrease in starts. 19-24 numbers static despite a decrease in starts. Growth at 25+ compared with a decrease in starts.
Telford and Wrekin	Decrease in number at U19 despite static numbers of starts, growth at 19-24 mirrored by a growth in starts. Growth at 25+ compared with a decrease in starts.

Discussion points: How can Shropshire respond to developing government policy? How can Shropshire businesses engage with these developments? What is working well and less well?