

Apprenticeships Liverpool City Region Employer Engagement Strategy

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Liverpool City Region Apprenticeship Growth Plan

Priority 1: Developing better data analysis and availability across the City Region to inform programme and curriculum planning;

Priority 2: Stimulating employer demand for apprenticeships;

Priority 3: Supporting more individuals to follow apprenticeship skills progression routes;

Priority 4: Extending the breadth and delivery of high-quality apprenticeships; and

Priority 5: Creating the right environment for apprenticeships to develop.



Apprenticeships 2016/17

VISION

To increase the volume, breadth and relevance of apprenticeships across the Liverpool City Region, enabling more employers and learners to access and benefit from apprenticeships

Growth Challenges

Apprenticeship reforms are impacting delivery

Too many employers still do not understand or engage with apprenticeships

16-18 apprenticeship numbers are falling

There is a current misalignment between employer demand and provider supply

A technical skills gap still exists between LCR compared to national qualification averages

Local skills system is complex & fragmented – opportunity for greater alignment

Action Themes

Priority 1

Developing better LCR apprenticeship data

Priority 2

Stimulating employer demand for apprenticeships

Priority 3

Supporting more individuals to follow apprenticeship skills progression routes

Priority 4

Supporting and extending the delivery of high-quality apprenticeships

Priority 5

Creating the right environment for apprenticeships to develop

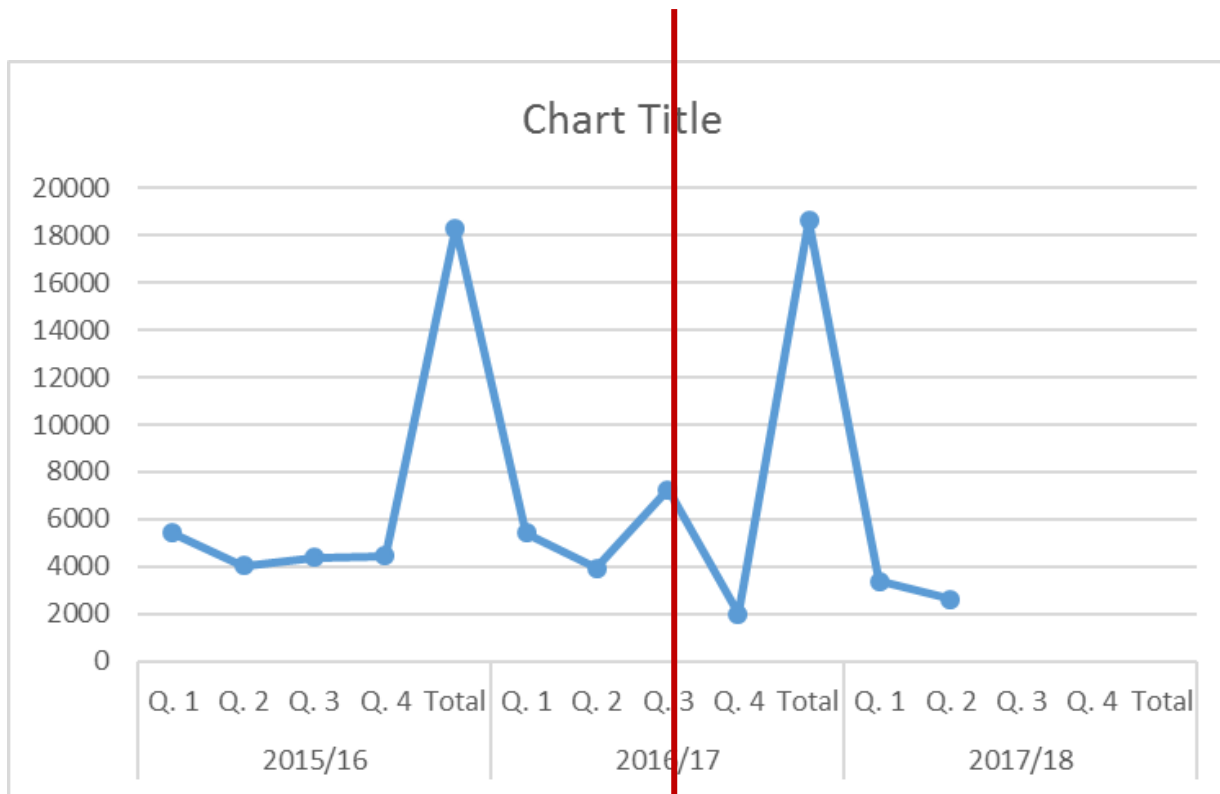
Apprenticeship Starts

| Apprenticeship Starts - All Age, All Level | | | | | | % 16/17 Delivery @ Q.2 17/18 |
|--|---------------|---------------|---------------|---------------|--------------|------------------------------------|
| LA/Region/England | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 Q.2 | |
| Halton | 1,420 | 1,420 | 1,440 | 1,430 | 470 | 33% |
| Knowsley | 2,010 | 2,180 | 2,140 | 2,160 | 680 | 31% |
| Liverpool | 4,600 | 5,080 | 5,130 | 5,310 | 1,670 | 31% |
| Sefton | 2,890 | 3,100 | 3,090 | 3,330 | 1,050 | 32% |
| St Helens | 2,080 | 2,260 | 2,390 | 2,280 | 1,400 | 61% |
| Wirral | 3,530 | 3,850 | 4,130 | 4,070 | 770 | 19% |
| Total LCR | 16,530 | 17,890 | 18,320 | 18,580 | 6,040 | 33% |
| North West | 71,670 | 79,310 | 80,820 | 79,170 | 30,260 | 38% |
| England | 434,600 | 494,200 | 503,900 | 485,500 | 194,130 | 40% |

| LCR Apprenticeship Starts - All Level | | | | | | |
|---------------------------------------|---------|-----|---------|-----|-------------|-----|
| Age | 2015/16 | | 2016/17 | | 2017/18 Q.2 | |
| | Starts | % | Starts | % | Starts | % |
| 16-18 | 4,180 | 23% | 3,720 | 20% | 1,990 | 33% |
| 19-24 | 5,080 | 28% | 4,940 | 27% | 1,630 | 27% |
| 25+ | 9,050 | 49% | 10,000 | 54% | 2,450 | 41% |
| Total | 18,310 | | 18,630 | | 6,040 | |

Our Target

Our aspiration is to deliver **20,000** apprenticeships per annum by 2020



May 2017

Challenges facing Employers

- Lack of understanding and confusion over reforms
- Increased demand on them to engage in education/training:
 - Apprenticeships, Traineeships, Technical Qualifications
 - Work Experience, Work Placements, ILM
- The affordability of apprenticeships now co-investment is mandated
 - SME 10% contribution
 - Levy management & planning for larger employers
- Availability of relevant provision – frameworks / standards
- Implication of changes on existing, well-established programmes:
 - 20% off the job
 - Move to standards
- How they position apprenticeships as valid WFD option for existing employees
- The availability of high calibre candidates to fill vacancies



Liverpool City Region Apprenticeships

- Metro Mayor - strong manifesto commitment
- Existing Apprenticeship Hub – which we can build on
- Skills Brokers will work with employers to promote apprenticeship take up (live from 2nd July 2018 - funding is available until March 2019)

Ambition:

- Greater collaboration with stakeholders to grow and develop apprenticeship delivery (20,000 target by 2020)
- Expand the breadth, volume and relevance of apprenticeships, increasing the range of frameworks and standards available locally
- Support and improve the quality of apprenticeships delivered locally
- Scale up promotional activities and engagement

Blue Sheep Data

- Purchased additional data – contact details & information on all employers who have supported an apprentice within the last 2 years
- Identifies if they are a levy-payer (based on payroll)
- Identifies if they have a head office within LCR



Blue Sheep®

Who are our employers?

- Across the Liverpool City Region there are approximately:
 - 49,000 employers
 - 99% of whom are SMEs
 - 400 Levy paying employers
- 22.5% of workforce employed within the public sector
- Increasing proportion of professional occupations



Creating Employer Demand – Our Approach

To stimulate the market for apprenticeships through a range of promotional, marketing and awareness raising activities

- Working with stakeholders on a one-to-many approach
- Building on and aligning to national campaigns & events
- Proactive engagement & ‘sales’ using independent brokerage
- Segmented approach:
 - Geographic
 - Sectoral
 - ‘Product based’

Employers – Our Role

To work closely with potential employers and support them to fully engage with and offer apprenticeships

- Expertise, local knowledge and point of contact
- Provide impartial information, advice and guidance:
(Apprenticeship reforms, apprenticeship funding, research relevant apprenticeship frameworks and standards, delivery methods etc.)
- Hand holding employers through their apprenticeship journey: *(signpost relevant training providers / colleges / universities, arrange meetings etc.)*
- Gather intelligence on employer demand to inform the local offer



NEXT STEPS

- Analysis of blue sheep data – identify which employers we will be targeting – size / levy payers and SME's
- Identify and prioritise employers who have the potential to become customers
- Undertake employer research and background review
- Identify stakeholders / networks / groups we should be engaged with
- Identify events / networking meetings already planned – can we tap into these
- Identify key dates and timelines for events / activity throughout the year
- Resources – develop further resources to promote apprenticeships more widely
- Establish what media channels can be utilised to promote more effectively

Questions...?

...Thank you

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