

Apprenticeships in Berkshire

October 2017



About this report

This report is a comprehensive evidence base for all those interested in Apprenticeships in Berkshire.

It provides the latest data, along with trend data, on:

- Employer use / awareness of Apprenticeships
- Apprenticeship vacancies
- Apprenticeship starts
- Apprenticeship achievements
- The characteristics of those undertaking Apprenticeships
- Apprenticeship training providers

This data will inform a Berkshire Apprenticeship Strategy which will be published shortly.

If you have any queries on any of the data presented within this report please contact Caroline Perkins – caroline@thamesvalleyberkshire.co.uk

Apprenticeship activity in Berkshire

12,000
Apprenticeships
being undertaken
(2015/16)

5,600
Apprenticeships
starts (2016/17)

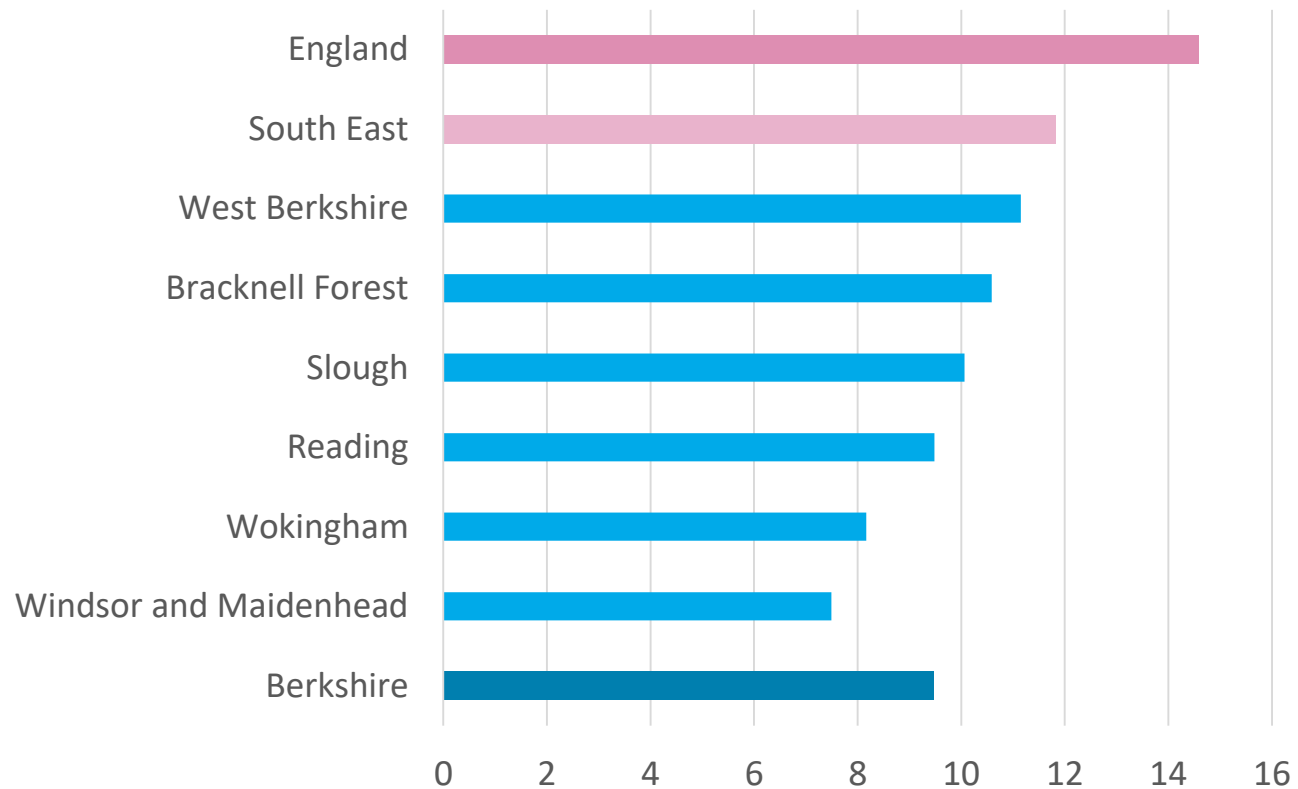
64.7%
achievement rate
(2015/16)

6% of workplaces
have apprentices
(2016)

Apprenticeship participation in Berkshire is **lower than the national average**

Within Berkshire, participation is highest in West Berkshire and lowest in Windsor & Maidenhead

Apprenticeship starts per 1,000 working age population



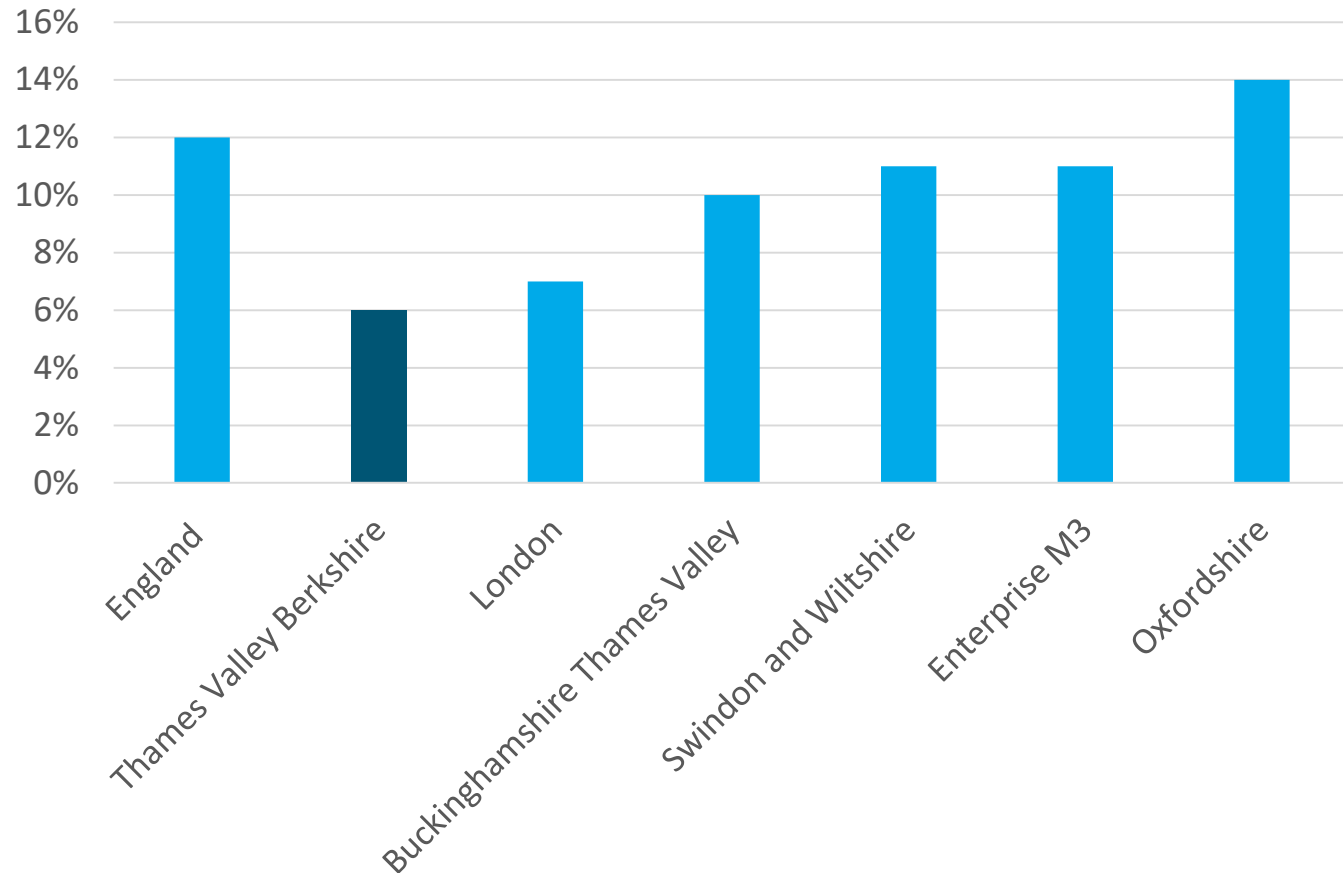
Source: ESFA Apprenticeship Start Data 2015/16 and Annual Population Survey (ONS) Working Age Population Data 2016

Fewer employers have Apprentices in Berkshire than the national average

Only 6% of workplaces in Berkshire have an Apprentice, compared with 12% nationally

A smaller proportion of workplaces in Berkshire have apprentices than in the surrounding LEP areas.

Berkshire employers with Apprentices

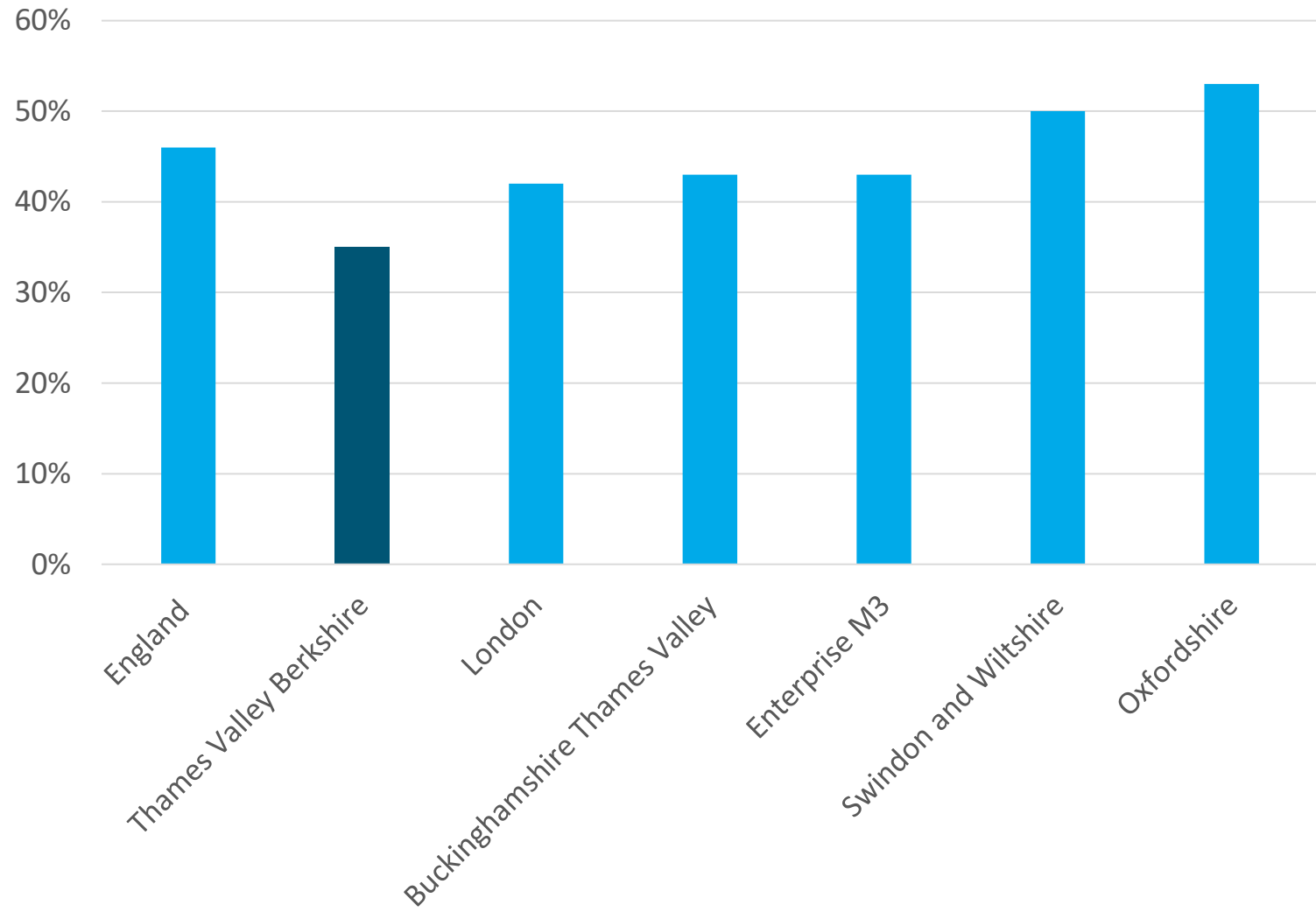


Source: DfE Employer Perspective Survey 2016

There is **low employer awareness** of Apprenticeships in Berkshire.

Only 35% of employers are aware of Apprenticeships compared with 46% nationally.

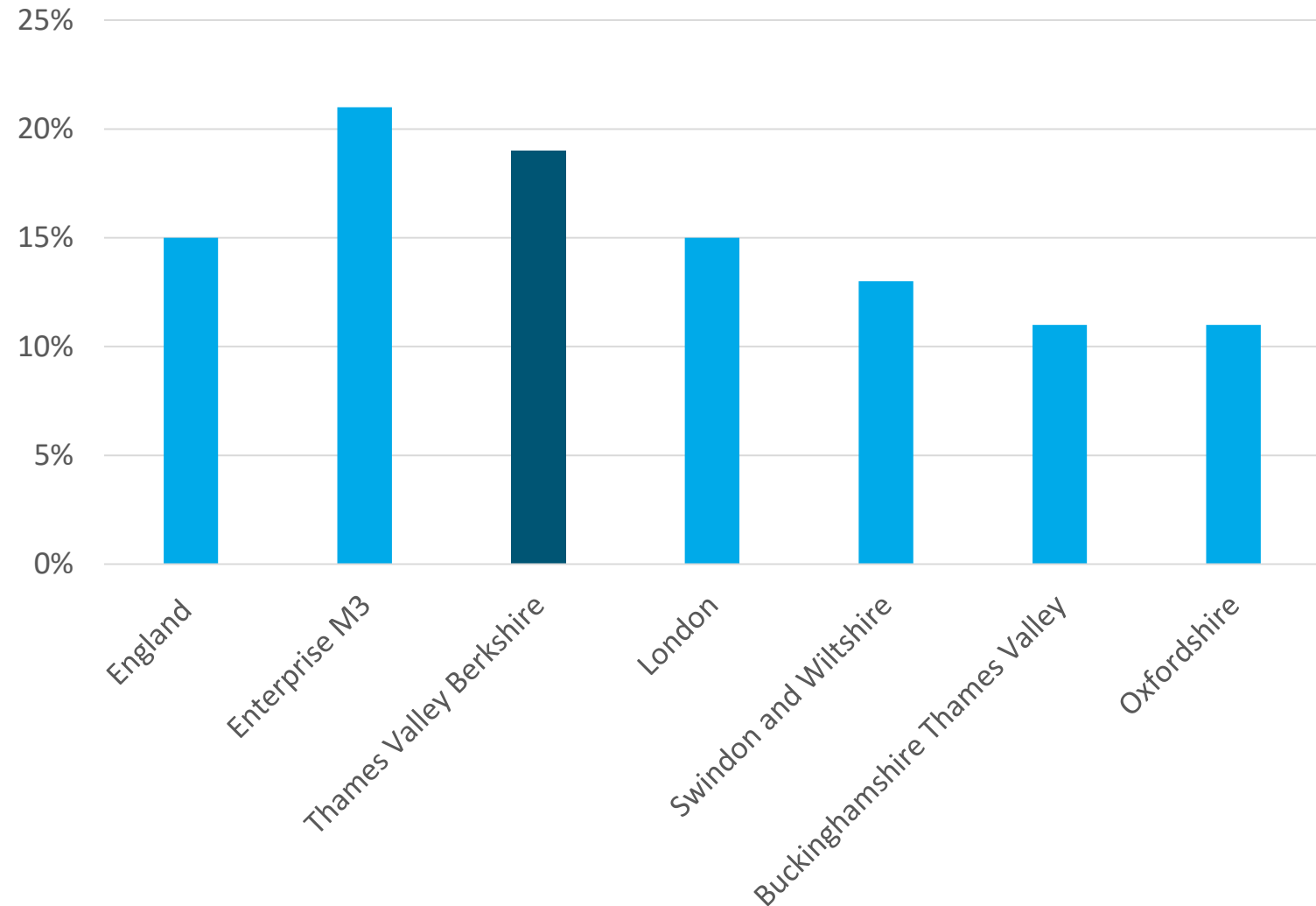
Employer awareness of Apprenticeships



Source: DfE Employer Perspective Survey 2016

Survey results suggests there is a shift on the horizon, with 18% of Berkshire employers who haven't had apprentices in the past, planning to employ them in the future (higher than the national average)

Employer who haven't employed apprentices previously who plan to employ them in the future



Source: DfE Employer Perspective Survey 2016

On average, there are four applicants per Apprenticeship vacancy in Berkshire

Data for June – August 2017 suggests highest demand for Apprenticeship vacancies in Slough.

Local insight suggests that Berkshire employers receive far fewer applications for Apprenticeship vacancies than for graduate entry level vacancies

Berkshire Apprenticeship vacancies advertised via the .gov.uk website*

Snapshot of live vacancies between 19 June 2017 and 14 August 2017

	Number of Vacancies	Average number of applications per advert
Bracknell Forest	171	3
Reading	307	4
Slough	181	6
West Berkshire	191	3
Windsor and Maidenhead	222	5
Wokingham	260	4
Thames Valley Berkshire	1,332	4

Source: ESFA, Live Vacancy Data 2017

*Note, the majority, but not all Apprenticeship vacancies are advertised via this site

Apprenticeship starts, participation, achievement and workplace numbers 2011/12 to 2015/16

Over the last five years the number of people starting Apprenticeships in TVB has **decreased** by an average of 2% per year.

Achievement rates have fluctuated over the last four years.

	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	Growth 2014/15 to 2015/16	Average annual growth rate (2011/12 - 2015/16)
Starts (excl. Army)	6,050	6,310	5,360	5,770	5,400	Not available	-6%	-2%
Starts (Army)	1,560	1,870	1,360	1,090	270	Not available	-75%	-30%
Starts (incl. Army)	7,610	8,180	6,720	6,860	5,670	5,600	-17%	-6%
Participation (incl. Army)	n/a	n/a	12,590	12,700	12,000	Not available	-6%	n/a
Achievement rate (incl. Army)	n/a	72.8%	68.7%	72.4%	64.7%	Not available	Not available	Not available
Workplaces with Apprentices	1,980	2,240	2,130	2,280	Not available	Not available	Not available	Not available

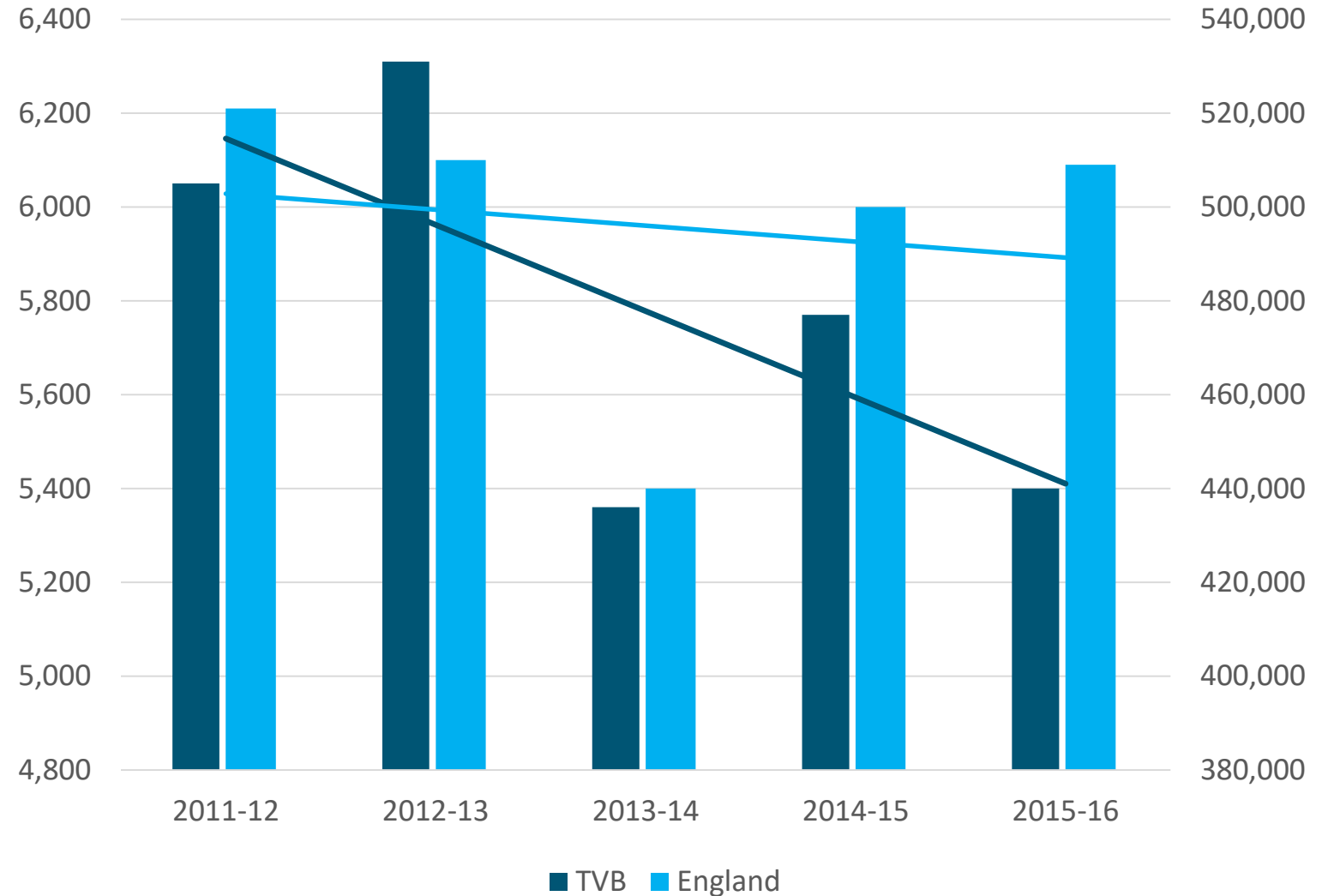
NOTE 1: The British Army has traditionally been the largest provider of Apprenticeship training in Berkshire. This was due to training undertaken at the Arborfield Garrison in Wokingham. Training ceased at Arborfield in September 2015, so Army start figures dropped considerably in 2015/16.

Source: ESFA Apprenticeship Start and Achievement Data

The 2% decline in Apprenticeship compares with a 0.5% decline across England as a whole.

There was a 6% decline in Apprenticeship starts between 2014/15 and 2015/16 in Berkshire versus a 2% increase across England as a whole.

Apprenticeship starts – trends



Source: ESFA Apprenticeship Start Data

The decline in apprenticeship starts over the last 12 months is concentrated in the older age group (19 plus) and at Level 2. West Berkshire experienced a particularly large drop.

Apprenticeship starts – headlines

- **6% decrease in Apprenticeship starts** in Berkshire between 2014/15 and 2015/16
- Early indications are that **starts rose** between 2015/16 and 2016/17
- Nationally, there was a **large drop in Apprenticeship starts** in the months following the introduction of the **Apprenticeship Levy**
- Growth in starts ranges from **2% in Windsor and Maidenhead to -14% in West Berkshire and -12% in Reading**
- **There was a slight increase** in the number of 16-18 year olds starting apprenticeships between 2014/15 and 2015/16, and a decline in the number of over 19s
- Between 2014/15 and 2015/16 the **greatest increase in Apprenticeship starts was at Level 4**, followed by Level 3. The number of Level 2 starts fell during this period.

Source: ESFA Apprenticeship Start Data

31% of Berkshire residents starting Apprenticeships in 2015/16 were aged 16-18, up from 28% the previous year.

Those starting Apprenticeships in Slough were most likely to be aged 25+ whilst learners from West Berkshire were most likely to be aged 16-18.

Apprenticeship starts by age and local authority of learner

	16-18	19-24	25+
Bracknell Forest	31%	31%	39%
Reading	37%	29%	42%
Slough	28%	29%	47%
West Berkshire	47%	35%	30%
Windsor and Maidenhead	25%	33%	38%
Wokingham	36%	35%	29%
TVB total	31%	32%	38%
England	26%	30%	44%

Source: ESFA Apprenticeship Start Data

More women started Apprenticeships in TVB in 2015/16 than men.

There is variation across Berkshire, with the gender split being most equal in Wokingham (51/49%).

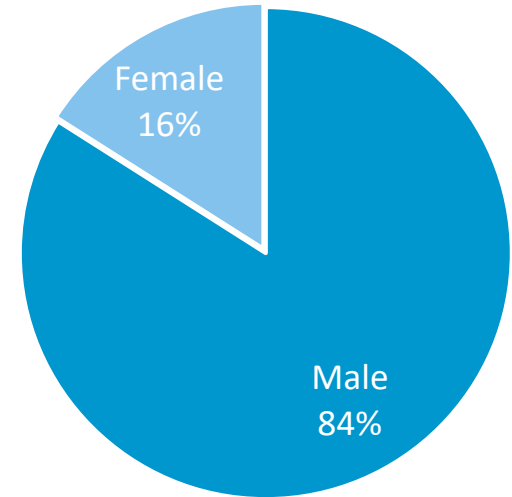
84% of those undertaking STEM apprenticeships are male

Apprenticeship starts by gender and local authority of learner

	Female	Male
Bracknell Forest	53%	47%
Reading	53%	47%
Slough	61%	39%
West Berkshire	55%	45%
Windsor and Maidenhead	56%	44%
Wokingham	51%	49%
TVB total	55%	45%
England	53%	47%

Source: ESFA Apprenticeship Start Data

STEM Apprenticeship Starts



Most of those starting Apprenticeships in TVB are undertaking Intermediate Apprenticeships (Level 2).

Take up of Advanced Level Apprenticeships is higher in TVB than the national average (43% v 37%) whilst take-up of Higher Apprenticeships is broadly in-line with the national average.

Apprenticeship starts by level and local authority of learner

	Higher Apprenticeship (Level 4+)	Advanced Level Apprenticeship (Level 3)	Intermediate Level Apprenticeship (Level 2)
Bracknell Forest	5%	47%	48%
Reading	6%	42%	52%
Slough	4%	41%	54%
West Berkshire	5%	44%	51%
Windsor and Maidenhead	6%	41%	53%
Wokingham	7%	46%	47%
TVB total	6%	43%	51%
England	5%	37%	57%

Source: ESFA Apprenticeship Start Data

Apprenticeship Employers

Major employers of apprentices in Berkshire include:

- AWE Plc
- Vodafone
- 3M Group
- BWM
- Rush Hair
- Hilton Worldwide
- Greene King
- TGI Fridays
- Ultima Business Solutions Ltd
- Royal Berkshire Hospital
- Legoland Windsor Park Ltd
- Local authorities
- NHS
- Fujitsu
- Hewlett Packard
- Norsk European Wholesale
- Busy Bees Childcare
- Tony & Guy
- Cisco
- DHL Supply Chain
- McDonald's Restaurants
- Thames Water
- Wipro
- GSK
- Microsoft
- Ladbrokes
- Baker Tilly
- Howdens
- Romans

Source: ESFA Apprenticeship Vacancy data, Labour Insight, Burning Glass Technologies

The top three sectors in which Berkshire residents started Apprenticeships in 2015/16 were: **Business, Admin & Law; Health, Public Service & Care; Retail & Commercial Enterprise**

Starts in ICT, whilst comparatively low in relation to other subject areas, are higher than the national average and are increasing.

Apprenticeship starts by subject area, TVB and England

	2011-12	2012-13	2013-14	2014-15	2015-16	England 2015/16
01 - Health, Public Services and Care	22%	26%	26%	26%	25%	26%
02 - Science and Mathematics	0%	0%	0%	0%	0%	0%
03 - Agriculture, Horticulture and Animal Care	1%	2%	2%	2%	2%	2%
04 - Engineering and Manufacturing Technologies	9%	8%	14%	12%	12%	15%
05 - Construction, Planning and the Built Environment	4%	4%	2%	3%	3%	4%
06 - Information and Communication Technology	6%	4%	6%	5%	7%	3%
07 - Retail and Commercial Enterprise	20%	20%	20%	19%	16%	17%
08 - Leisure, Travel and Tourism	5%	4%	4%	4%	5%	3%
09 - Arts, Media and Publishing	0%	0%	0%	0%	0%	0%
13 - Education and Training	2%	2%	1%	1%	1%	2%
15 - Business, Administration and Law	31%	29%	26%	28%	28%	28%
Grand Total	100%	100%	100%	100%	100%	100%

Source: ESFA Apprenticeship Start Data

Across Berkshire concentrations of Apprenticeship starts in certain subject areas broadly align with local economic structures

Apprenticeship starts by subject area and local authority of learner

	Bracknell Forest	Reading	Slough	West Berkshire	Windsor and Maidenhead	Wokingham	TVB total
01 - Health, Public Services and Care	22%	29%	29%	26%	21%	20%	25%
03 - Agriculture, Horticulture and Animal Care	3%	1%	1%	3%	3%	3%	2%
04 - Engineering and Manufacturing Technologies	11%	10%	10%	14%	11%	15%	12%
05 - Construction, Planning and the Built Environment	3%	4%	2%	4%	4%	3%	3%
06 - Information and Communication Technology	7%	9%	4%	6%	6%	8%	7%
07 - Retail and Commercial Enterprise	17%	16%	17%	16%	19%	14%	16%
08 - Leisure, Travel and Tourism	6%	4%	3%	3%	5%	8%	5%
13 - Education and Training	1%	1%	2%	1%	4%	0%	1%
15 - Business, Administration and Law	29%	25%	32%	27%	27%	28%	28%
Grand Total	100%	100%	100%	100%	100%	100%	100%

Source: ESFA Apprenticeship Start Data

Two thirds of Apprenticeship starts in 2015/16 were with Private Sector Public Funded training providers. A quarter were with General FE and Tertiary Colleges.

Apprenticeship starts by type of training provider

Type of provider	Number	%
General FE and Tertiary College	1,430	27%
Other Public Funded	130	2%
Private Sector Public Funded	3,650	68%
Sixth Form College	90	2%
Specialist College	70	1%
Grand Total	5,400	100%

Source: ESFA Apprenticeship Start Data

Apprenticeship starts by training provider

Lifetime Training Group Limited was the largest provider of Apprenticeship training to Berkshire residents in 2015/16.

They are followed by two national Private Sector Public Funded training providers.

Bracknell and Wokingham College is the largest General FE and Tertiary College provider (based on starts in 2015/16)

Provider name	Starts
LIFETIME TRAINING GROUP LIMITED	350
BABCOCK TRAINING LIMITED	270
LEARNDIRECT LIMITED	250
BRACKNELL AND WOKINGHAM COLLEGE	230
ACTIVATE LEARNING	210
WEST BERKSHIRE TRAINING CONSORTIUM	180
CHILTERN TRAINING LIMITED	170
QA LIMITED	160
HIT TRAINING LTD	110
ASPIRE ACHIEVE ADVANCE LIMITED	90
THE HENLEY COLLEGE	90
KEY TRAINING LIMITED	90
EAST BERKSHIRE COLLEGE	80
BASINGSTOKE COLLEGE OF TECHNOLOGY	70
MARR CORPORATION LIMITED	70

Key – Provider Type

General FE and Tertiary College

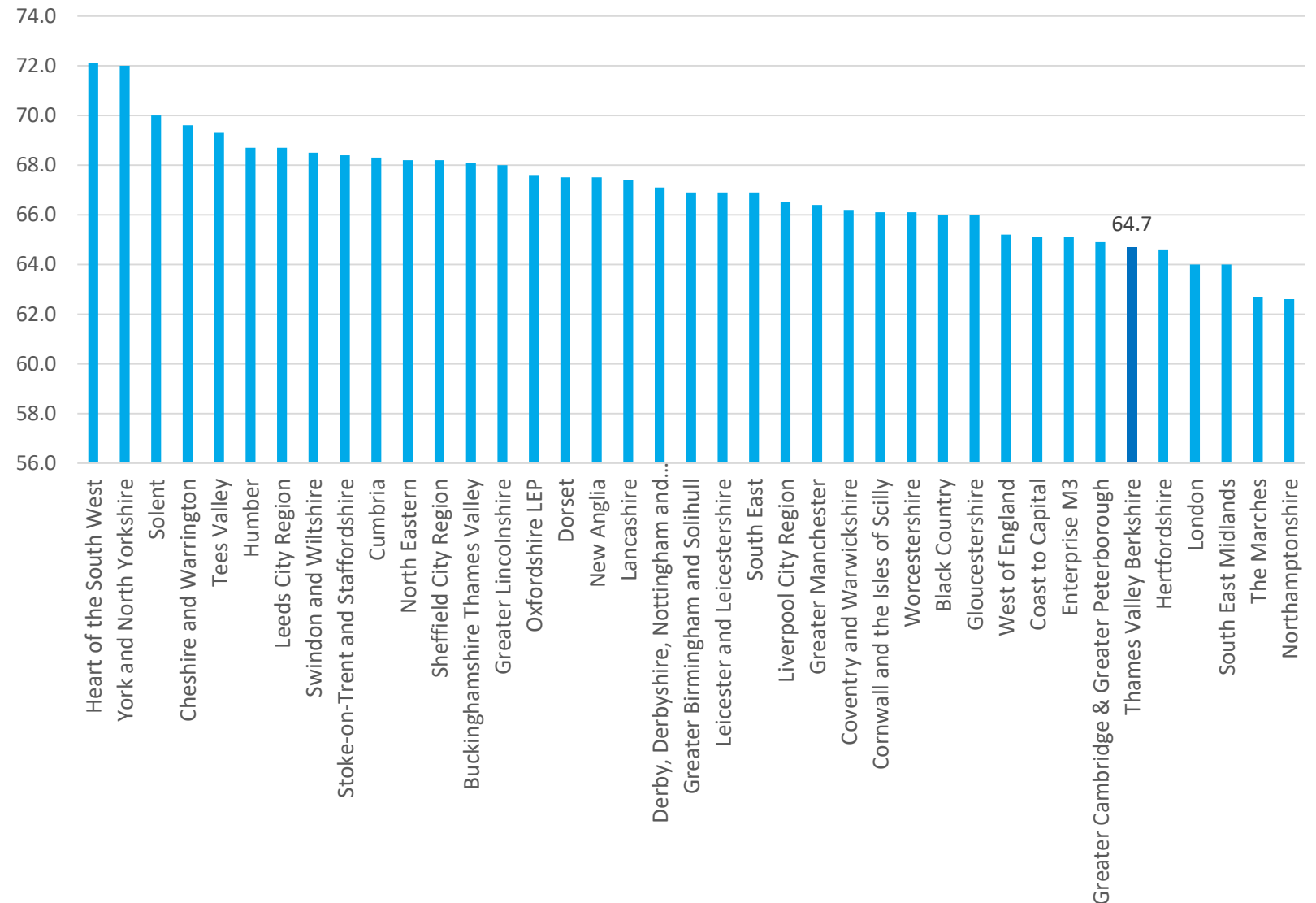
Private Sector Public Funded

Sixth Form College

Source: ESFA Apprenticeship Start Data

In 2015/16, Berkshire had one of the **lowest Apprenticeship achievement rates** in the country. 64.7% compared with the national average of 67.0%

Achievement rates by Local Enterprise Partnership Area



Source: ESFA Achievement Data (<https://www.gov.uk/government/statistics/national-achievement-rates-tables-2015-to-2016>)

In 2015/16, achievement rates in Berkshire were highest for those undertaking Apprenticeships with ‘Other Public Funded’ providers. The majority of whom will have been undertaking Apprenticeships with the British Army.

Rates were highest amongst those undertaking Advanced Apprenticeships and those in the 19-23 age group.

Achievement rates by provider type, age and level

	Overall Cohort	Overall Achievement Rate %
Other Public Funded	1,040	72.0
General FE and Tertiary College	1,070	66.8
Specialist College	50	66.7
All Institution Type	5,730	64.7
Private Sector Public Funded	3,440	62.0
Sixth Form College	130	60.0

Apprenticeship Type	Overall Cohort	Overall Achievement Rate %
Advanced	2,770	69.1
Higher	120	68.4
All	5,730	64.7
Intermediate	2,840	60.3

Age	Overall Cohort	Overall Achievement Rate %
19-23	1,760	68.5
16-18	1,520	66.0
All	5,730	64.7
24+	2,450	61.1

Source: ESFA Achievement Data

Achievement rates of TVB-based providers have fluctuated over time.

In 2015/16 West Berkshire Training Consortium had the highest achievement rates.

Achievement rates by TVB-based training provider

Institution Name	2012-13	2013-14	2014-15	2015-16
ACTIVATE LEARNING (Reading, City of Oxford, Banbury and Bicester Colleges)	63.3	51.0	71.6	68.4
BERKSHIRE COLLEGE OF AGRICULTURE, THE (BCA)	No data	88.9	66.7	62.7
BRACKNELL AND WOKINGHAM COLLEGE	71.1	76.6	71.5	67.3
CHILTERN TRAINING LIMITED	75.8	76.8	77.8	59.4
EAST BERKSHIRE COLLEGE	61.8	57.8	64.2	73.7
KEY TRAINING LIMITED	78.0	67.2	66.5	66.8
NEWBURY COLLEGE	57.0	70.0	83.0	75.0
QA LIMITED	83.0	85.3	86.2	70.2
SLOUGH BOROUGH COUNCIL	87.5	75.0	79.2	65.2
THE SKILLS PARTNERSHIP LIMITED	79.3	83.1	71.0	69.1
WEST BERKSHIRE TRAINING CONSORTIUM	78.0	84.6	82.5	85.0

Source: ESFA Achievement Data

Nationally, achievement rates vary considerably by subject area. Rates are highest for Travel and Tourism Apprentices and lowest for Marketing and Sales Apprentices

National achievement rates by subject area

Subject Area	Overall Achievement Rate %	Subject Area	Overall Achievement Rate %
Travel and Tourism	77.6	Administration	67.2
ICT Practitioners	77.0	Service Enterprises	67.2
Environmental Conservation	76.0	Teaching and Lecturing	67.1
Manufacturing Technologies	75.3	Building and Construction	66.6
Direct Learning Support	74.5	Horticulture and Forestry	66.4
Sport, Leisure and Recreation	74.3	Law and Legal Services	65.9
Agriculture	73.4	Health and Social Care	63.6
Transportation Operations and Maintenance	72.6	Hospitality and Catering	63.6
Accounting and Finance	72.3	Public Services	63.0
ICT for Users	71.2	Crafts, Creative Arts and Design	61.5
Animal Care and Veterinary Science	71.0	Business Management	60.2
Science	70.8	Media and Communication	60.1
Warehousing and Distribution	69.7	Retailing and Wholesaling	57.6
Child Development and Well Being	68.8	Marketing and Sales	55.6
Engineering	68.5		

Source: ESFA Achievement Data

Apprenticeship Reforms - National Trends

- At the time of writing the full impact of the recent Apprenticeship Reforms (including the introduction of the Apprenticeship Levy) are yet to be seen.
- In the first three months following the introduction of the Levy Apprenticeship starts were 67% lower than they were in the same period in 2015/16. However, in the three months preceding the introduction of the Levy saw a 47% increase in starts. It's clear that we won't see the full impact in the data until 2018.
- Themes that do seem to be emerging are:
 - An increasing number of people starting Management Apprenticeships
 - Concern that employers are not being sufficiently incentivised to take on young apprentices
 - Financial uncertainty for providers working with non-levy paying employers
 - Concerns regarding the 20% off-the-job training rule
- Overall, it is still early days, and Thames Valley Berkshire LEP will provide further local analysis as soon as new data becomes available.

Summary

- There continues to be comparatively low take-up of Apprenticeships by employers in Berkshire and low awareness.
- Apprenticeship starts in TVB have declined in recent years.
- Survey findings on future plans suggest that more local employers are looking to take on apprentices in the future.
- Higher take-up of Level 3 Apprenticeships in TVB than nationally
- Apprenticeship achievement rates have declined in the last 12 months in Berkshire, although this could be related to the reduced delivery by the British Army in the region (who had high achievement rates)
- Impact of the Apprenticeship Levy not yet clear

Further information

- Berkshire Apprenticeship Hub - <http://www.berkshire-apprenticeships.co.uk/>
- Maximising the impact of the Apprenticeship Levy for Berkshire – Research undertaken by Thames Valley Berkshire LEP - <http://www.thamesvalleyberkshire.co.uk/documents?view=files&folder=199>
- Berkshire Labour Market Intelligence - <http://www.thamesvalleyberkshire.co.uk/documents?view=files&folder=199>