APPRENTICESHIP STARTS

AN OVERVIEW OF APPRENTICESHIPS IN WORCESTERSHIRE FOR 15/16

Worcestershire
Local Enterprise Partnership

WA
WORCESTERSHIRE
APPRENTICESHIPS

CONTENTS

1.	Introduction	1-2
2.	Executive Summary	3
3.	Starts and Achievements	4-5
4.	Age and Gender	6-8
5.	Levels	9-10
6.	Sectors	11-17
7.	Geographies	18-21
8.	Providers	22-23

INTRODUCTION

Starts in Retail and Commercial Enterprise grew by 36% in Wyre Forest, in contrast to a decrease nationally.

Over the last year the number of under 19s starting an apprenticeship in Bromsgrove grew by 14%

18% of starts in Redditch were in Engineering and Manufacturing technologies, more than the national proportion of 15%.

Almost half of apprenticeship starts in Malvern Hills last year were at an Advanced or Higher level.

290 Wychavon residents started on apprenticeships in Health, Public Services and Care, an increase of 90 from the previous year.

1,180 apprenticeship starts are delivered by providers in Worcester city, more than anywhere else in the county

INTRODUCTION

The purpose of this report is to provide a detailed analysis of the state of apprenticeships in the Worcestershire county, and its districts, for the 15/16 academic year.

This report primarily analyses apprenticeship starts, although apprenticeship achievements are also taken into account where reliable and informative results and trends are evident within the data.

- An apprenticeship start refers to any apprentice starting at a specific academic year.
- An apprenticeship achievement refers to any apprentice successfully achieving an apprenticeship in a specific academic year. Notably, this indicator does not provide information on individuals that do not achieve, but leave an apprenticeship.

Unless otherwise stated, all of the data used within this report is from the following two sources:

- The Education and Skills Funding Agency (ESFA) Statistical First Release. This is a publically available source that provides detailed breakdowns of apprenticeship start figures by age, level and subject, and across numerous geography types (e.g. districts, counties, regions etc.).
- The Localities Data Cube. This is a confidential ESFA data source released to LEPs and Combined Authorities that provides a more detailed perspective on apprenticeship statistics in the local area.

The data from the Localities Data Cube has been used in accordance with the data sharing agreement between the ESFA and the Worcestershire Local Enterprise Partnership (LEP). As a result all figures used from this data source have been rounded (and thus, may not add up in every case), and certain smaller numbers have not been disclosed to prevent the potential identification of any individuals.

An effort has been made in each section to analyse the historical trends in apprenticeships to date. As summarised in the 'Starts' section, the apprenticeship programme experienced a significant level of growth in 11/12. As a result, in most county level analyses this has been considered a baseline year (although in some scenarios, for example with some more detailed analyses requiring the Localities Data Cube data, this historical data is not available). Distinctly, data for the districts in Worcestershire is only available for 12/13 onwards, and as a result a later baseline year is used when investigating historical trends in district geographies.

Unless stated, all of the figures used within this report are based on the aggregated (e.g.to a District level) address of Worcestershire residents. An alternative method, used within the 'Provider' section of this report, involves basing the statistics on where apprenticeship training is delivered (referred to in this report as apprenticeship 'delivery').

EXECUTIVE SUMMARY

Starts

As of 15/16, 5,390 Worcestershire residents started on an apprenticeship, following on from strong historical performance, despite a national decrease in 13/14.

In the same year, 3,000 Worcestershire residents achieved an apprenticeship. Although this figure is not directly comparable with starts in the same year, this certainly suggests a partial rate of success.

Age, Gender and Level

Residents aged over 25 represent a larger proportion of individuals starting on apprenticeships (2,350 starts in 15/16) than individuals aged under 19 or between 19 and 24. Over time this has been gradually changing, with the under 19 age group becoming are larger source of starts each year.

The majority of residents starting on an apprenticeship are female (e.g. 2,950 starts in 15/16), although this varies across ages, levels and sectors.

3,020 residents started at an Intermediate level in 15/16 (equivalent to a GCSE Grades A-C or BTEC First Diploma). Whilst Intermediate level apprenticeships are the largest source of starts, this is gradually changing over time in favour of Advanced and Higher level apprenticeships. (higher 'grades' broadly equivalent to A-level results or undergraduate degrees, respectively).

Sectors

Apprenticeship starts in Worcestershire are primarily within four sectors – "Business, Administration and Law", "Health, Public Services and Care", "Retail and Commercial Enterprise" and "Engineering and Manufacturing Technologies" (each with over 800 starts in 15/16). These sectors do not all directly align with industries in the economy as some, for example "Business, Administration and Law", will supply apprentices across multiple industries.

Over time, two of the larger sectors "Retail and Commercial Enterprise" and "Business, Administration and Law" have decreased in their number of starts, in contrast a range of smaller sectors, "Information and Communication Technology", "Construction, Planning and the Built Environment" and "Agriculture, Horticulture and Animal Care" are increasing in starts.

Geography

Although there is significant variation in apprenticeship starts at a district level, generally Redditch, Wychavon and Wyre Forest have the most residents starting apprenticeships each year, at just over 1,000 starts in 15/16 each – with Malvern Hills having the least, at 550 starts in 15/16.

The type of providers has changed slightly over recent years, although General FE Colleges and Private Sector Public Funded provision are the largest sources of apprenticeship starts.

APPRENTICESHIPS STARTS AND ACHIEVMENTS

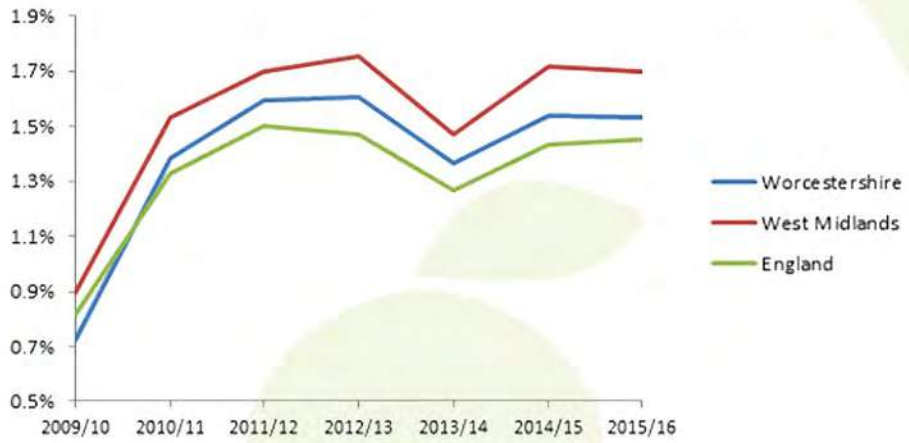
Starts

In the 15/16 academic year 5,390 Worcestershire residents started an apprenticeship.

Over the long-term, the number of starts has risen from 2,590 in 09/10, to 5,390 in 15/16. This represents a gradual shift from effectively 0.7% of the resident working age population starting on an apprenticeship scheme, to around 1.5% of the working age population.

Chart 1 below illustrates the percentage of resident apprenticeship starts each year by the working-age population. This data shows that Worcestershire has followed a similar trajectory as the West Midlands and England; a gradual long-term growth with clear variations in specific years.

Chart 1: The proportion of working-age population starting on an apprenticeship



The variation of apprenticeship starts each year is likely due to a range of economic and policy factors, including:

- The introduction of the 24+ Advanced Learner Loan in August 2013
- The introduction of the Single Individualised Learner Record in 11/12
- The number of applicants (e.g. increasing with the growing population, and the improving reputation of the apprenticeship scheme as a career option)
- The demand for apprentices (e.g. the demand from organisations for new apprentices)
- A wider range of apprenticeships becoming available at higher levels
- Other local or national policies

- The numbers of apprenticeship starts within 13/14 are likely to be lower due to the introduction of the 24+ Advanced Learner Loan in August 2013. Apprenticeships were a part of this loan system in August 2013, but were removed in February 2014. This appeared to impact the number of apprenticeship starts across the country for the 13/14 academic year.

APPRENTICESHIPS STARTS AND ACHIEVMENTS

A key barometer of the success of the apprenticeship scheme is to assess how many apprentices successfully achieve their training and move onto further employment.

In 15/16, 2,940 Worcestershire residents successfully achieved an apprenticeship. The achievement rate in Worcestershire is similar, although very slightly lower, to the national average; at a rate of 66.4% compared with England's 67%. Although this achievement rate does not appear to be substantially different between the county and the nation, the rate could be considered to be relatively low and may suggest that more work is required to ensure starts in apprenticeships are being recognised as successful qualifications and, as an outcome, valuable skills for the economy. With this in mind, it should be considered throughout the report that the reasons for an apprentice not successfully achieving an apprenticeship may be numerous and outside of the influence of policymakers (for example, an apprentice may decide to change their career).

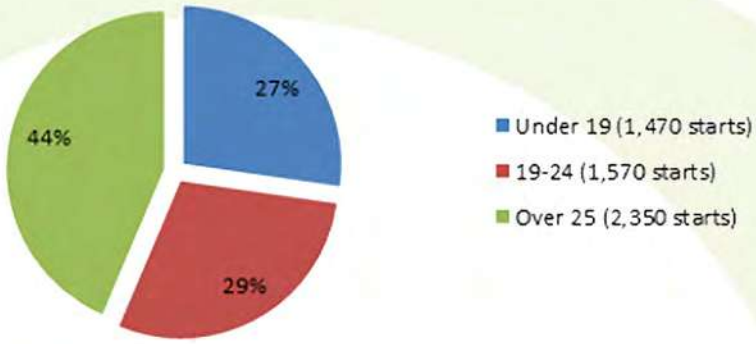
At the geographic level of Worcestershire, public data available allows for a comparison of achievement figures and achievement rates by the districts, and level and age groups. The data does not allow for an analysis of subject areas at this level. This data has been used to compliment the more thorough analysis on apprenticeship starts, and importantly achievements are more reflective of the economic output of the apprenticeship scheme at a local level (this is in contrast to starts, of which are the focus of this report and more valuable for measuring the impact of the local partnership as a direct result of current activity).

AGE AND GENDER

Age

Chart 2 below illustrates the age of the residents starting an apprenticeship in 15/16, and the proportion the "under 19", "19-24", and "over 25" age groups represent of the total 5,930 starts that year.

Chart 2: Residents starting an apprenticeship in 15/16 by age group



The largest age group of apprenticeship starts in Worcestershire is the over 25 group. Historically, whilst the precise balance of age groups starting an apprenticeship has varied, the over 25 age group is consistently the largest (and representative of the largest range of ages), followed by the 19-24 age group. These trends are same over recent years in Worcestershire, in the wider West Midlands region and across England.

The distribution of residents aged over 25 starting an apprenticeship suggests that it is increasingly less likely a resident will start on an apprenticeship the older they get. Despite this, there are still a considerable number of individuals starting on apprenticeships aged 50 to 64.

The under 19 age group has the lowest achievement rate out of the age groups (at 64.7% compared to the average county achievement rate of 66.4%). This is in contrast to the 19-24 age group (at 68.4%), and, to some extent, the over 25 age group (with a rate of 66.1%, closer to the national average). This could be due to a relative lack of work readiness or life experience within the under 19 age group; which, for example, could result in more apprentices moving on to other forms of training and employment.

Across age categories, the main difference between average achievement rates in the county and in the nation is within the under 19 age group; where the county average is 64.7% and the national average is 69.3% (slightly lower, and slightly higher than the average achievement rates for each area respectively).

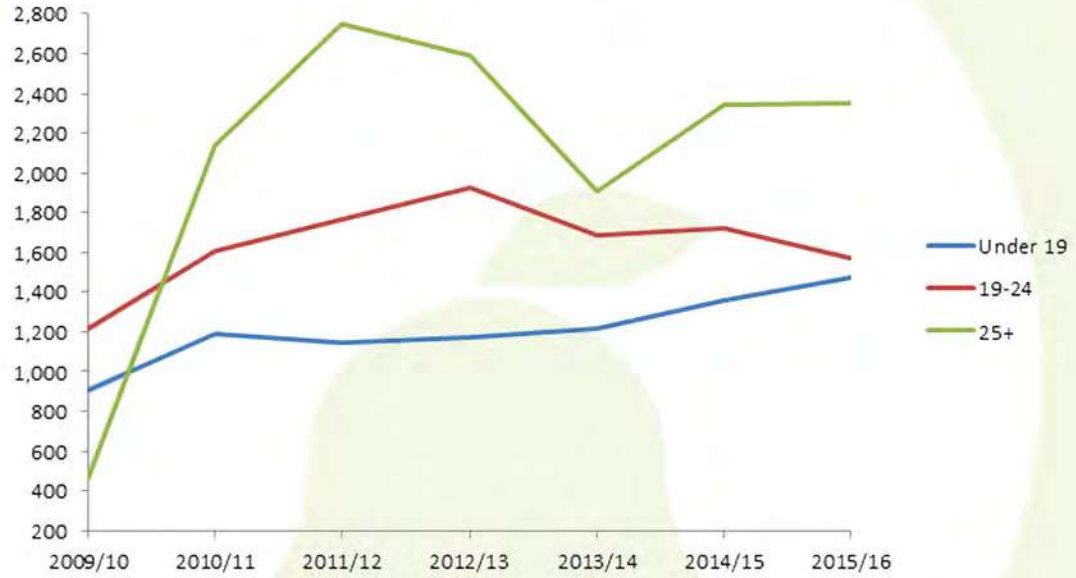
AGE AND GENDER

Over the last three years, the numbers of residents starting on apprenticeships in Worcestershire have varied across age groups (these trends are illustrated in Chart 3):

The 19-24 age group has fallen by an annual average of 6.5% from 11/12 to 15/16. This age group has fallen by an annual average of 2.7% in the West Midlands and 2.3% in England.

The over 25 age group was clearly impacted by the introduction of the 24+ Advanced Learner Loan in 13/14; for example in 13/14 starts in the over 25 age group in Worcestershire decreased by 26.3%, although this was followed by a 22.5% increase in the age group in 14/15. Percentage increases in this age group in 14/15 were larger across the West Midlands and England than in Worcestershire; although starts did not return to the same levels seen in 12/13 across any of these areas.

Chart 3: Residents starting an apprenticeship by age group between 09/10 and 15/16



The under 19 age group has increased across the country since 11/12, with an annual average growth to 15/16 of 4.7% in England, 7.2% in the West Midlands and 7.9% in Worcestershire. Growth in this age group in Worcestershire has been relatively steady, although the age group is still narrowly the smaller than the 19-24 age group. This population is a particular target of local skills policy that through numerous activities, which may have helped to drive a larger increase in starts in this age group.

In 12/13 the impact of the 24+ Advanced Learner Loan appears to have a clear impact in 13/14 on the over 25 age group, as evident above in Chart 3.

AGE AND GENDER

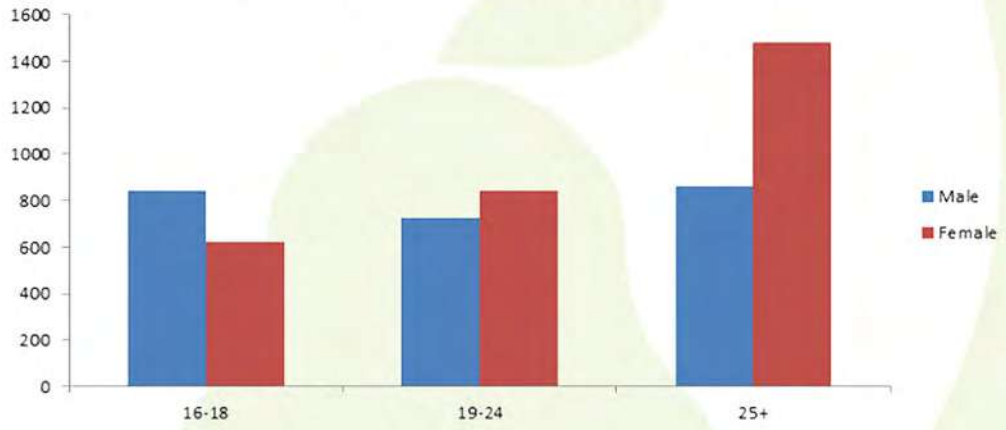
The majority of residents starting on an apprenticeship are female, with 2,950 starts in 15/16, compared with 2,440 male residents starting on an apprenticeship in the same year.

The number of female residents starting on an apprenticeship decreased by -1.6% between 14/15 and 15/16, in contrast for a very small increase in the number of male residents starting an apprenticeship (0.6%).

The difference between male and female residents starting on an apprenticeship is most significant at higher levels (in 15/16 230 female residents started on a higher apprenticeship, compared to 130 males), and least significant at intermediate levels (in 15/16 1,590 female residents started on an intermediate apprenticeship, compared to 1,430 males).

Age is a significant factor in local apprenticeship uptake between genders; for example, significantly more male residents started on an apprenticeship aged between 16-18 (840 males, and 620 females in 15/16). In contrast, female residents were more likely to start on an apprenticeship in the over 25 age group (1480 females, and 870 males). Chart 4 illustrates these differences.

Chart 4: Residents starting an apprenticeship in 15/16 by age and gender



There may be a number of possible explanations behind why this gender distribution is seen in local apprenticeship starts. For example, 'Construction' and 'Information and Communication' are represented by a majority of male residents starting each year, and both also tend to younger (i.e. under 19) residents starting each year. This could suggest that the gender distribution in the under 19 age group could be driven by demand from specific sectors that tend to have more male residents starting each year (although notably, there could be other reasons for why more under 19 male residents start apprenticeships; e.g. the greater uptake in other forms of education in 18+ age groups).

APPRENTICESHIP LEVELS

Apprenticeship statistics are separated by three distinct levels; Intermediate, Advanced and Higher.

Intermediate apprenticeships are equivalent to 5 GCSEs Grades A*-C or a BTEC First Diploma. 3,020 residents started on an Intermediate apprenticeship in 15/16, representing 56% of the total number of residents starting an apprenticeship that year.

Advanced apprenticeships are equivalent to 2 A Levels, or a BTEC National Diploma, 2,010 residents started on an Advanced apprenticeship in 15/16; 37.3% of all starts within Worcestershire residents for that year.

Higher apprenticeships are equivalent to a HNC, HND, foundation degrees, undergraduate and postgraduate degrees (i.e. NVQ levels 4, 5, 6 or 7), 360 residents started on a Higher apprenticeship in 15/16, 6.7% of all starts within Worcestershire residents for that year.

The distribution of apprenticeship starts by level, as a proportion of total starts within an area, is roughly equivalent between Worcestershire, the West Midlands and England. Some small variations do exist:

- 56% of Worcestershire residents started on an Intermediate apprenticeship, slightly less than 57.7% regionally, and 57.2% nationally.
- 6.7% of Worcestershire residents started on a Higher apprenticeship, slightly more than the 5.9% regionally, and 5.3% nationally.

The numbers of starts at an Intermediate level have decreased on average over the last three years by 1.8%, a larger change compared to the 0.1% or 0.4% average annual decreases evident over the last three years in England and the West Midlands respectively.

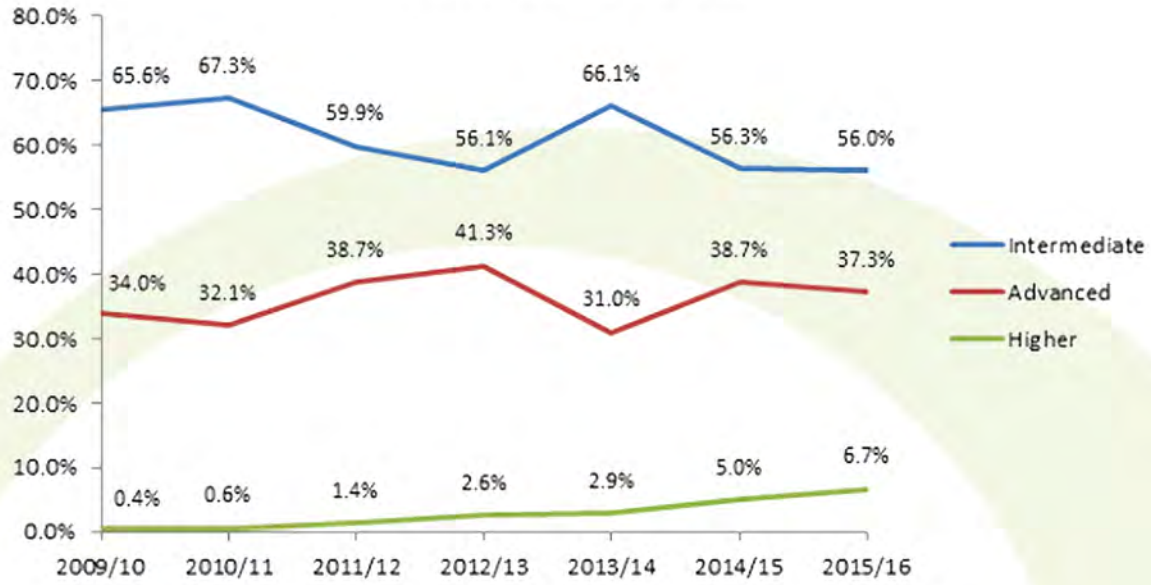
Starts in Higher level apprenticeships have grown significantly over the years; from 10 starts in Worcestershire in 09/10 to 390 starts in 15/16. Whilst annual rates of growth in Higher level apprenticeship starts in Worcestershire are lower than seen in England; Higher level apprenticeships do represent a greater proportion of local starts.

Chart 5 illustrates how the distribution of apprenticeship starts in Worcestershire, as a proportion of total starts, has varied over time.

The proportion of total starts in specific apprenticeship levels have gradually changed over time. Although with some variability, the historical local trend has led to Intermediate level apprenticeships representing less of the total number of apprenticeship starts, and Advanced and Higher level apprenticeships representing more of the total number of apprenticeship starts.

APPRENTICESHIP LEVELS

Chart 5: % of total resident apprenticeship starts in Intermediate, Advanced or Higher levels



- Although an assessment of the amount of demand for each level of apprenticeship has not been made for this report, it may generally be the case that a move toward more Advanced and Higher level apprenticeships is indicative of a greater rate of higher level qualifications and the quality of applied educational attainment in Worcestershire.

Starts on Intermediate level apprenticeships in 15/16 were represented more by residents under 19, or over 25.

Out of the under 19, 19-24 and over 25 age groups, older residents are more likely to start on an Advanced or Higher level apprenticeship; for example 66.7% of residents starting a Higher level apprenticeship in 15/16 were over 25.

There are only slight differences between achievement rates across the different levels of an apprenticeship. Intermediate apprenticeships have an achievement rate of 65.5%, slightly lower than the county average of 66.4%, but higher than the achievement rate seen in the under 19 age group (64.7%), which forms the majority of apprentices at this level. It could be that the lower achievement rates seen in the under 19 age group is responsible for the lower achievement rate within the Intermediate level apprenticeships – due to the close association between the two. In contrast, Advanced level apprenticeships appear to have a higher achievement rate than the county average (67.5% and 66.4% respectively).

Higher level apprenticeships roughly match the county average achievement rate. In contrast with national achievement rates, Higher level apprenticeships are the only level in 15/16 where there appears to be some difference between the achievement rate at a national level, and in the county. At a national level, the achievement rate of higher level apprenticeships is 58.3%, whereas in the county the achievement rate is 66%.

SECTORS

The majority of apprenticeship starts in Worcestershire are within sectors - "Business, Administration and Law", "Health, Public Services and Care", "Retail and Commercial Enterprise" and "Engineering and Manufacturing". Table 1 outlines Worcestershire's largest sectors of apprenticeship starts and how starts in all sectors have changed between 11/12 and 15/16.

Tables and graphs within this section of the report omit the sectors of 'Languages, Literature and Culture", "Preparation for Life and Work", "Arts, Media and Publishing" and "Science and Mathematics" due to having no or relatively very low numbers of starts in most years at a local and national level.

Out of the four largest sectors, "Business, Administration and Law" and "Retail and Commercial Enterprise" appear to be decreasing in starts over time, and in contrast "Engineering and Manufacturing" and "Health, Public Services and Care" appear to be growing over time. This suggests that Worcestershire's reliance on apprenticeship labour has shifted into different sectors gradually, although not necessarily significantly (i.e. the four largest sectors have stayed the same over the 11/12 to 15/16 period).

The "Information and Communication", "Construction, Planning and the Built Environment" and "Agriculture, Horticulture and Animal Care" sectors have around 100 starts or above each year and appear to be growing well in the long-term.

"Information and Communication", and "Agriculture, Horticulture and Animal Care" are both related to key sectors of the Worcestershire LEP, and projects currently being undertaken to grow these sectors, which may explain a portion of the growth within these sectors. Furthermore, all three sectors have shown a positive rate of growth locally in terms of Gross Value Added (i.e. the economic value of outputs and services produced), and employment across the last five years.

Table 1: Residents starting an apprenticeship by sector in 2011/12 and 2015/16

	2011/12	2015/16	Average annual change between 11/12 and 15/16
Business, Administration and Law	1,760	1,580	-1.80%
Health, Public Services and Care	1,180	1,390	5.10%
Retail and Commercial Enterprise	1,300	970	-5.80%
Engineering and Manufacturing Technologies	790	810	1.10%
Information and Communication Technology	110	200	17.20%
Construction, Planning and the Built Environment	130	150	4.40%
Leisure, Travel and Tourism	200	120	-10.30%
Agriculture, Horticulture and Animal Care	90	110	8.50%
Education and Training	90	40	-4.20%
Arts, Media and Publishing	10	20	25.00%
Total	**5,670**	**5,390**	**-0.80%**

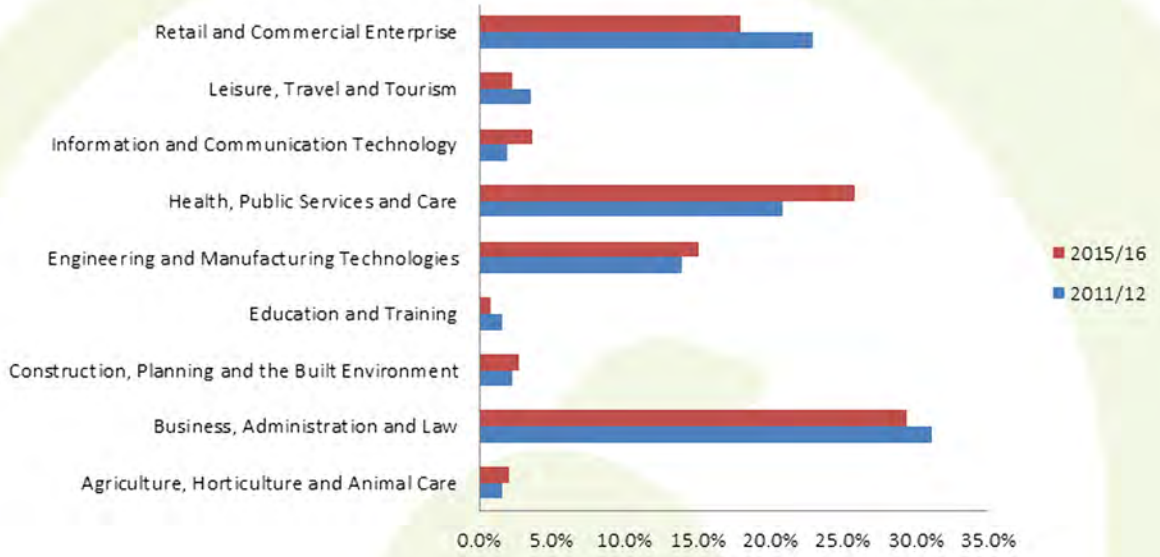
SECTORS

Starts in the "Leisure, Travel and Tourism" sector appear to have decreased since 11/12.

As of 15/16, the "Education and Training" and "Arts, Media and Publishing" sectors appear to deliver the smallest numbers of starts. Sector start figures tend to vary year-on-year, which particularly impacts the smaller sectors and makes it difficult to make clear conclusions about the long-term trends in these sectors.

Chart 6 illustrates the distribution of starts by sectors in Worcestershire and how this distribution has changed since 11/12.

Chart 6: % of total apprenticeship starts in each sector in 2011/12 and 2015/16



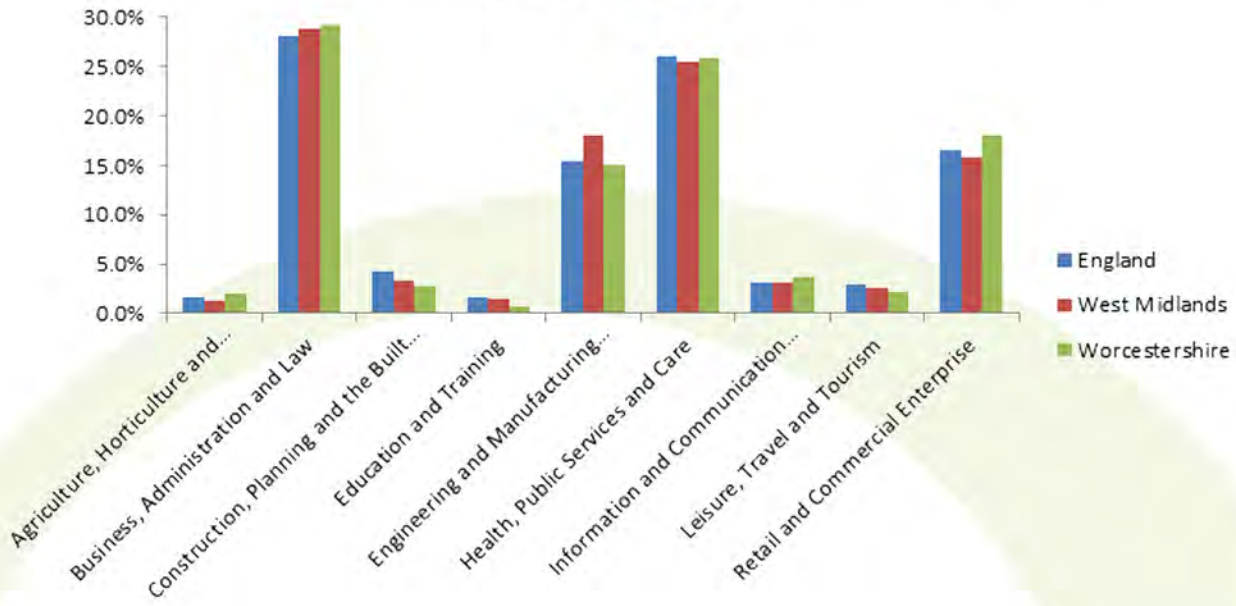
The proportion of total apprenticeship starts represented by each sector does not appear to significantly vary across Worcestershire , the West Midlands or England. Some exceptions are outlined below and in Chart 7.

"Engineering and Manufacturing" is clearly represented more within the West Midlands, than in Worcestershire or England. Worcestershire and West Midlands have a higher proportion of Manufacturing businesses and employees compared to the national average, which may suggest that there is some potential for more manufacturing apprentices within the local Worcestershire workforce.

As of 15/16, "Retail and Commercial Enterprise" apprenticeship starts appear to represent more of Worcestershire's total starts than in the West Midlands or England. This sector's decrease over time could indicate a drift towards the regional or national average.
s decrease over time could indicate a drift towards the regional or national average.

SECTORS

Chart 7: % of total apprenticeship starts by sector for Worcestershire, the West Midlands and England



A potential explanation behind the variability seen with "Retail and Commercial Enterprise" starts could be due to the fact that both "Retail and Commercial Enterprise" and "Health, Public Services and Care" starts are more dependent on individual businesses. Data available to the Worcestershire LEP would suggest that individual (likely larger) organisations have more apprentices within these sectors, as opposed to the remaining sectors.

In contrast to the above finding, the remaining two large sectors of apprenticeship starts, "Business, Administration and Law" and "Engineering and Manufacturing" tend to be a little more dispersed across employers; with many more employers only recruiting one apprentice from these sectors. This could be indicative of demand within the area (e.g. the relatively large local manufacturing industry), or the broad nature of the sector group (e.g. "Business, Administration and Law" apprentices are likely to be in demand across multiple industries).

A detailed breakdown of starts by sectors in Worcestershire is summarised for each sector below. This analysis is driven partially by data from the Localities Data Cube, a data source supplied to LEPs and Combined Authorities that allows for some cross comparison between age, level and subject. This data source is restricted in areas, particularly where the figures are low and may assist in the identification of individuals. As a result, some of the figures below are not disclosed to protect individual confidentiality.

Agriculture, Horticulture and Animal Care

This sector is primarily represented by starts in "Animal Care and Veterinary Science"; with 60 in 15/16. "Agriculture" and "Horticulture and Forestry" are two other areas of starts within this sector, although the numbers are fairly low and are unlikely to reflect a consistent supply of starts in either area over time.

SECTORS

In terms of age, the majority of apprentices within this sector start under 19 (e.g. 70 out of the 110 starts in this sector in 15/16), and less start over 25; in contrast with the county average. A large number of starts within this sector are Intermediate level apprenticeships (around 60 in 15/16), followed by Advanced level apprenticeships, with no higher level delivery in recent years.

Business, Administration and Law

The majority of the starts are within "Administration" (750 in 15/16), although "Business Management" also represents a considerable number of starts (550 in 15/16). "Accounting and Finance" and "Marketing and Sales" represent less of this sector, although still record considerable numbers of apprenticeships (180 and 100 starts in 15/16 respectively).

This sector appears to generally match the county average age distribution, with, as of 15/16, 700 starts within the over 25 age group, 490 in the 19-24 age group, and 380 starts within the under 19 age group.

Levels within this sector follow a similar pattern to the county average as well, although there are marginally more starts at Intermediate level (with 850 in 15/16), and less at Higher level.

Many more female residents started on an apprenticeship in "Business, Administration and Law" in 15/16 compared to male residents (960 females, compared with 620 males).

Construction, Planning and Built Environment

All local starts in this sector have been in "Construction". Most residents starting in this sector appear to be aged under 19, and there are less aged over 25 than the county average. The majority of starts within this sector were Intermediate level apprenticeships (130 in 15/16), with fairly few Advanced level starts and almost no Higher level starts in recent years.

The gender difference in residents starting in the Construction industry is the most significant local sector difference - with 150 male residents starting in 15/16, and the number of starts from female residents being too low to report (given the confidentiality restrictions behind the data used).

Engineering and Manufacturing Technologies

The majority of starts within this sector are in "Manufacturing" (e.g. 510 in 15/16), although "Engineering" and "Transport Operations and Maintenance" are fairly well represented to an equal extent; with around 150 starts each in 15/16.

SECTORS

Although this sector roughly matches the county average in age breakdown (e.g. with the over 25 age group being the largest), there is generally a much smaller difference between the number of starts in each age group. Intermediate level apprenticeships represent the majority of the starts within this sector (540 in 15/16), closely followed by Advanced level apprenticeships (260 in 15/16) with very few starts in Higher level apprenticeships.

The number of female residents starting on "Engineering and Manufacturing" apprenticeships have increased considerably between 15/16 and 14/15 (39.1% increase from 70 to 100 starts); however the number of male residents starting in this sector is, as of 15/16, substantially higher than female residents (100 females compared with 710 males).

Health, Public Services and Care

"Health and Social Care" provides the majority of starts within this sector, with 1,100 starts in 15/16. A considerable number of starts are in "Child Development and Well Being" (e.g. 210 in 15/16), although clearly starts within this group are the minority of the overall starts in "Health, Public Services and Care"

In contrast to most sectors, this sector is predominantly made up of starts within the over 25 age group (e.g. 890 in 15/16), followed by the 19-24 age group (330 starts in 15/16), and the under 19 age group (170 starts in 15/16). This may be indicative of the requirement of apprentices in this sector to be at least 18 and have experience working in the industry.

In terms of levels, the majority of starts within this sector are Intermediate level apprenticeships, followed by Advanced level apprenticeships and some Higher level apprenticeships.

The number of female residents starting a "Health, Public Services and Care" apprenticeship in 15/16 was 1,160, considerably more than the 230 male residents starting in that year.

Information and Communication Technology

This sector is primarily represented by apprenticeships in "ICT for Practitioners", with 180 starts as of 15/16.

The vast majority of starts within this sector are with residents aged under 19 (170 in 15/16), with the remaining two age groups delivering fairly low levels of starts. Most starts in this sector are Advanced level apprenticeships (e.g. 140 in 15/16), although there were 40 starts on Higher level apprenticeships in 15/16, in recent years the number of starts in both Higher and Intermediate level apprenticeships has generally been very low.

SECTORS

In 15/16 there were more "Information and Communication" apprenticeship starts from male residents, compared to female residents (170 compared with 30). Similar to 'Engineering and Manufacturing Technologies', this sector has historically been more represented by male apprentices, although in this sector the number of starts each year are fairly low, particular female residents starting in this sector, which makes it difficult to draw conclusions on how the gender balance of this sector may be changing locally.

Leisure, Travel and Tourism

Most starts within this sector are in the area of "Sport, Leisure and Recreation" (110 starts in 15/16), as opposed to "Travel and Tourism".

Starts within this sector are fairly equally distributed across the under 19, 19-24 and over 25 age groups. This sector has had no starts in Higher level apprenticeships in recent years, and a fairly equal number of starts in Advanced and Intermediate level apprenticeships (70 and 50 in 15/16 respectively).

Retail and Commercial Enterprise

Starts within this sector have been fairly closely distributed in recent years. As for 15/16, the areas that account for the most starts within this sector are listed below:

- "Hospitality and Catering" – 410 starts
- "Service Enterprises" – 240 starts
- "Retailing and Wholesaling" – 190 starts
- "Warehousing and Distribution" – 130 starts

In terms of age, this sector generally matches the county average, with slightly less starts in the over 25 age group (e.g. 360 in 15/16) although it is the most represented age group in this sector. This sector has very few starts in Higher level apprenticeships; instead the large numbers of starts within this sector are split between Advanced and Intermediate level apprenticeships (260 and 710 in 15/16 respectively).

SECTORS

Table 2: Apprenticeship Starts in sectors by age and level

	Advanced Apprenticeship	Higher Apprenticeship	Intermediate Apprenticeship	16-18	19-24	25+
Agriculture, Horticulture and Animal Care	27	-	86	67	35	11
Arts, Media and Publishing	11	-	4	9	5	1
Business, Administration and Law	573	156	848	384	490	703
Construction, Planning and the Built Environment	25	2	125	91	47	14
Education and Training	29	-	15	7	8	29
Engineering and Manufacturing Technologies	257	14	537	276	242	290
Health, Public Services and Care	616	143	630	167	332	890
Information and Communication Technology	142	40	16	137	44	17
Leisure, Travel and Tourism	67	-	53	49	40	31
Retail and Commercial Enterprise	257	3	709	279	324	364

This sector has a relatively small difference in starts between male and female residents (560 female, and 410 male, in 15/16), that narrowed between 14/15 and 15/16 (in 15/16 there were 38% more female apprentices starting in this sector, compared to 52% in 14/15).

GEOGRAPHIES

The number of residents starting on an apprenticeship varies significantly across the districts of Worcestershire. Although the number of new starts each year, at district level, tends to vary considerably each year (particularly where the numbers are fairly low), some high-level trends are evident (as illustrated in Chart 8. The data for starts by district in 15/16 can be found in Table 3 and Table 4):

Redditch, Wychavon and Wyre Forest districts have, in recent years, had the most residents starting an apprenticeship (at 1,040, 1,020, and 1,010 starts respectively).

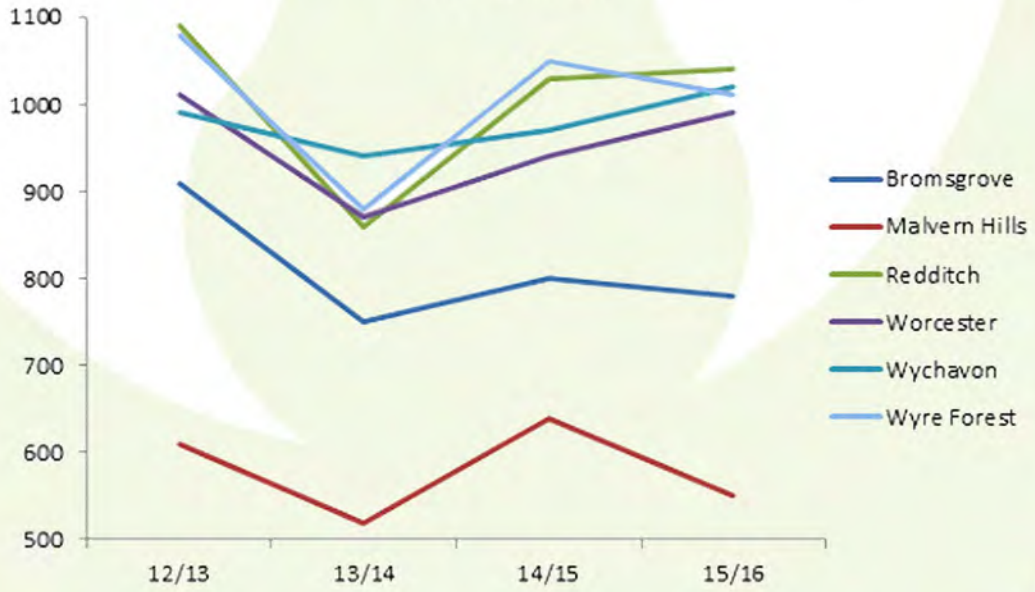
In recent years the numbers of residents starting apprenticeships in Malvern Hills and Bromsgrove has been fairly low (at 550 and 780 starts respectively).

Across all districts there does not appear to be a strong relationship with population size and apprenticeship starts (e.g. Malvern and Redditch have the smallest populations out of Worcestershire districts, according to 2015 ONS population estimates).

Wychavon, Worcester and Malvern Hills all have a higher achievement rate than the county and national average - particularly Worcester at 69.7%. The specific age groups and levels 'driving' higher achievement rates at a district level tend to vary. Notably, higher rates of achievement within the Higher level apprenticeships should be interpreted with some caution as this group is relatively small compared to the Intermediate and Advanced level groups (this will partially account for the high rates of variation between districts).

All districts are higher than or matching the county average achievement rate, with the exception of Wyre Forest district, with an achievement rate of 60.2%. The lower achievement rate in Wyre Forest does not appear to be driven by a relatively lower achievement rate in any particular level, although notably in terms of age groups, the over 25 age group only has a slightly lower achievement rate compared to the county average in contrast to the other age groups.

Chart 8: Residents starting an apprenticeship between 12/13 and 15/16 by district



GEOGRAPHIES

Districts and Sectors

The three districts in north Worcestershire (Bromsgrove, Redditch and Wyre Forest) have more residents starting on "Engineering and Manufacturing Technologies" apprenticeships; this aligns with the strong presence manufacturing industries have in north Worcestershire.

Redditch tends to have high rates of residents starting in various sectors (along with a high total number of residents starting each year), which may be due to particularly providers, or work done in Redditch to promote apprenticeship opportunities.

Although starts in "Agriculture, Horticulture and Animal Care" are low overall, they appear to be more confined Wychavon and Malvern Hills, both districts with a larger amount of rural land and a significant number of agricultural and related businesses.

Notably, a number of the sectors apprenticeship start statistics are available in (e.g. "Business, Administration and Law") are broad and could align with a range of industries or occupations. This presents a challenge when investigating detailed relationships between residents starting apprenticeships and the industrial distribution within that area.

Table 3: Resident apprenticeship starts in sectors by Worcestershire districts

	Bromsgrove	Malvern Hills	Redditch	Worcester	Wychavon	Wyre Forest
Agriculture, Horticulture and Animal Care	20	30	10	20	30	10
Business, Administration and Law	250	130	330	280	280	310
Construction, Planning and the Built Environment	40	20	20	30	20	30
Engineering and Manufacturing Technologies	150	80	190	100	140	160
Health, Public Services and Care	160	160	250	280	290	260
Information and Communication Technology	30	20	40	40	40	30
Retail and Commercial Enterprise	120	100	170	220	180	190
Total	780	550	1,040	990	1,020	1,010

GEOGRAPHIES

Due to the limited number of starts in some sectors, it can be difficult to draw clear conclusions from their long-term change by sectors as they tend to show substantial variation across years. Some geographical differences in the largest sectors are summarised below. These trends are all comparing 12/13 to 15/16, to assist in gauging how these sectors have changed in the long-term, rather than via shorter-term yearly changes.

Business, Administration and Law

This sector is shrinking in starts across the county (-6% between 12/13 and 15/16), particularly in Worcester and Malvern Hills (these districts decreasing by 50 and 30 starts respectively, between 12/13 and 15/16).

Bromsgrove and Wyre Forest have shown a different trend, with the former staying stable (with a small temporary loss of starts in 13/14), and the latter increasing by 20 starts in 15/16 compared to 12/13.

Engineering and Manufacturing Technologies

This sector is growing across the county (17% between 12/13 and 15/16). This growth has been particularly concentrated in Wychavon and Malvern Hills since 12/13, with these districts growing by 60 and 30 starts respectively.

Health, Public Services and Care

Although this sector has seen some growth at a county level (4.5% between 12/13 and 15/16), the growth is highly specific to district authorities, and quite variable.

Comparing 12/13 and 15/16, Worcester increased by 70 starts, and Wychavon increased by 90 starts – suggesting specific providers, work with applicable residents or organisations focusing on recruiting apprentices in these areas.

In contrast, Bromsgrove and Malvern Hills in particular have decreased in starts in this sector by 50 and 30 respectively across the same time period.

Retail and Commercial Enterprise

Retail and Commercial Enterprise has decreased in terms of starts since 12/13 (-30.2% since 12/13), primarily in 13/14, where the sector lost 28.7% of its starts compared to 12/13.

This loss in starts can be seen in each of the districts across the 12/13 to 15/16 time period - with the most significant losses in starts in Wychavon (-110), Wyre Forest (-80) and Bromsgrove (-80).

GEOGRAPHIES

Districts, Age and Level

Generally, the levels of apprenticeships are closely related to the overall number of starts, with minor variations. Redditch tends to have more Intermediate level apprenticeships, and Wychavon tends to have relatively more Advanced level apprenticeships, with a relatively lower proportion of Intermediate apprenticeships.

Starts vary only slightly by age group in Bromsgrove and Malvern Hills, although the over 25 age group has consistently been the largest in terms of starts in most recent years, and in each district.

The number of residents starting on an apprenticeship aged over 25 tends to be a little higher in Redditch, Worcester and Wyre Forest. This does not appear to be associated with the age distribution of the population within each district (e.g. Worcester, as of 2015, was estimated to have the highest number of aged 16-24 individuals), which may suggest that this is due to individual organisations (results for smaller areas tend to be more variable, and a relatively small number of organisations account for a large number of starts), or specific industries within the area (both Worcester and Wyre Forest have a relatively high number of "Business, Administration and Law" apprentices).

Over time, a gradual increase in the under 19 age group is evident in all districts, with the number of under 19 residents starting in Bromsgrove and Redditch equal to or higher than the number of 19-24 residents starting on an apprenticeship.

Table 4: Resident apprenticeship starts by levels and age groups in Worcestershire districts

		Under 19	19-24	25+	All Ages
Wyre Forest	Intermediate	200	170	230	600
	Advanced	70	110	170	350
	Higher	-	20	40	70
	All Levels	270	300	440	1020
Bromsgrove	Intermediate	160	120	140	420
	Advanced	90	100	100	290
	Higher	10	20	40	70
	All Levels	260	240	280	780
Redditch	Intermediate	150	130	330	610
	Advanced	80	110	170	360
	Higher	10	10	50	70
	All Levels	240	250	550	1040
Malvern Hills	Intermediate	100	100	100	300
	Advanced	50	80	80	210
	Higher	-	10	40	50
	All Levels	150	190	220	560
Worcester	Intermediate	150	160	240	560
	Advanced	100	110	170	370
	Higher	10	10	40	60
	All Levels	260	280	450	990
Wychavon	Intermediate	180	170	180	530
	Advanced	100	130	200	430
	Higher	10	20	30	50
	All Levels	290	320	410	1010

PROVIDERS

The type of providers in Worcestershire have changed slightly in recent years, although General FE College (incl. Tertiary), and "Private Sector Public Funded" providers represent the majority of apprenticeship starts (with 1,890 and 3,340 starts respectively). Since 11/12, the trend of distribution of starts across providers has varied, broadly split into three groups outlined below.

General FE College (incl. Tertiary) providers have decreased the number of starts delivered by 5.7% since 11/12. This has not been a gradual downward trend, as starts decreased significantly by 25% in 13/14; with only a partial 'recovery' in 14/15 of 12.6% and a decrease of 0.6% in the year to 15/16.

Private Sector Public Funded provision fell by 5.5% since 11/12. In contrast with General FE College (incl. Tertiary) provision, the trend here was more gradual, with a less pronounced downturn in 13/14 (a decrease of 8.5%) and more consistent, smaller, decreases over time.

Although the combined total of other providers (Sixth Form College, Special Colleges and Other Public Funded (e.g. LA's and HE)) has grown since 11/12, these sources still provide the minority of starts; increasing from 140 to 170 starts between 11/12 to 15/16.

In 15/16, 5,010 apprenticeship starts were delivered in Worcestershire; that is where the learning or training of an apprenticeship takes place . This contrasts with the 5,390 Worcestershire residents starting on an apprenticeship in 15/16, suggesting that a net number of around 380 residents travel out of Worcestershire for their training (i.e. it is likely that this number is higher in practice and does not indicate a population of residents of other areas that travel into Worcestershire for their training).

Across district geographies the balance of residents starting apprenticeships, and the delivery of apprenticeships varies.

In Bromsgrove and Malvern Hills, the amount of apprenticeship starts delivered generally matches the number of residents starting an apprenticeship.

In Redditch, Wychavon and Wyre Forest there are many more residents starting on apprenticeships than there are apprenticeship starts due to delivery; suggesting that in these areas residents are more likely to commute out to other areas in and outside of Worcestershire.

In Worcester more apprenticeship starts are delivered than there are residents starting on apprenticeships. This may be due to the fact that Worcester is an urban centre, surrounded by a mixture of rural areas and smaller urban areas, of which may have helped it develop a larger base of providers and draw on residents in surrounding areas.

These figures are representative of direct provision by an organisation. Numerous organisations in Worcestershire subcontract the provision of apprenticeships externally. In Worcestershire it is primarily FE Colleges and Private Sector Public Funded providers that subcontract almost exclusively to Private Sector Public Funded providers.

PROVIDERS

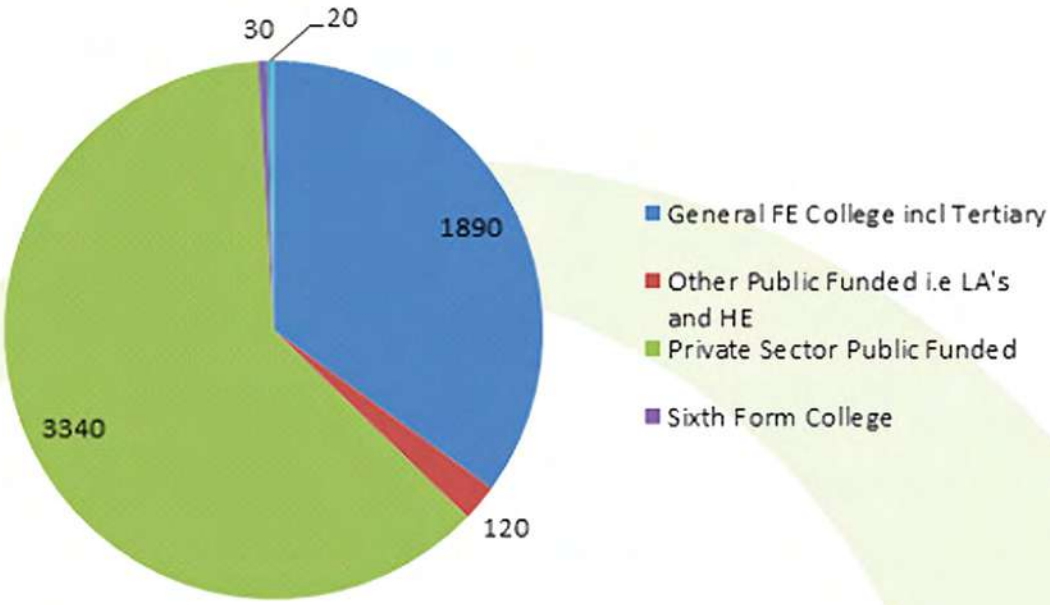



Chart 9: Resident apprenticeship starts by provider type in 2015/16