Our
future.
It's in
our hands.

Apprenticeships

Apprenticeships

Simon Waugh – CEO National Apprenticeship Service

Guardian FE Summit 2009

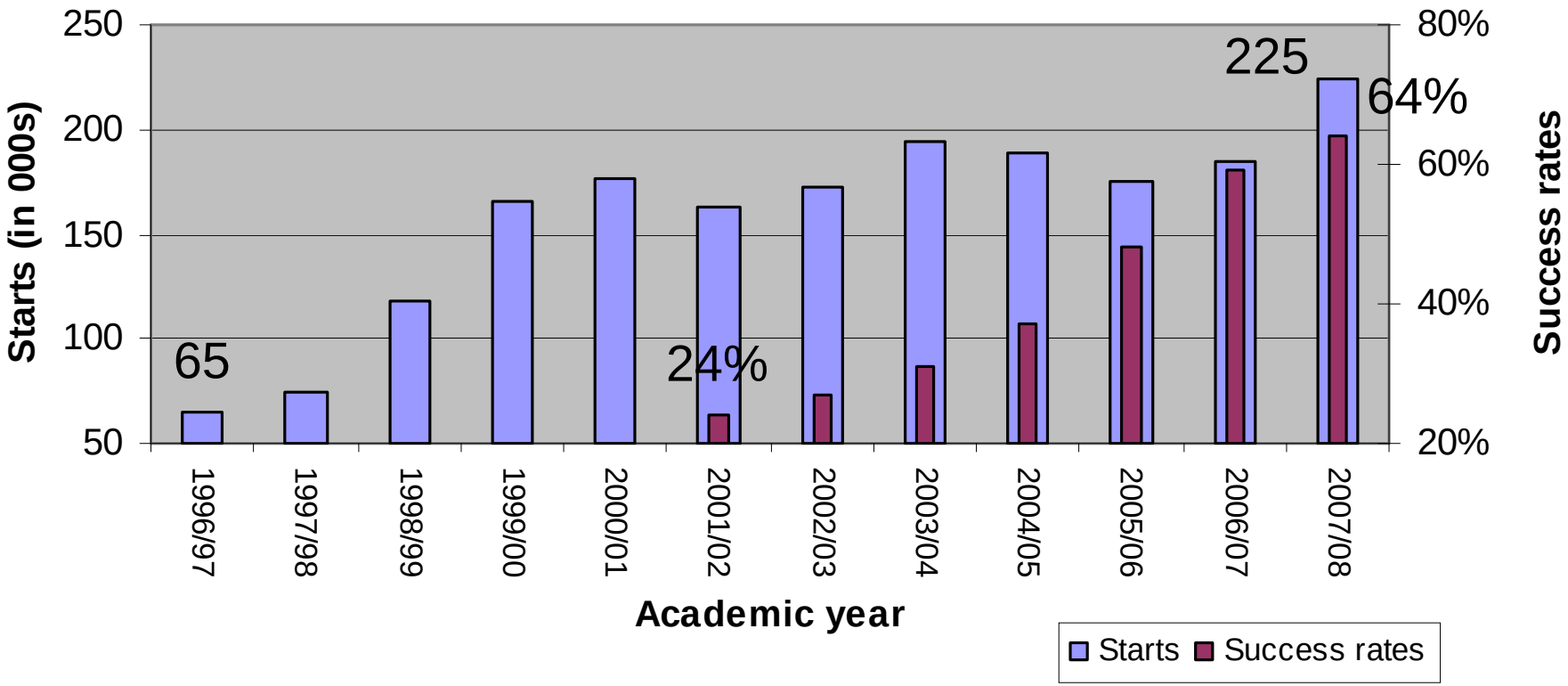
17 June 2009

National Apprenticeship Service

Background

Apprenticeships

Apprenticeships, A Real Success Story



The Issues

Apprenticeships

1. <u>The Employer (Supply)</u>

- The Economy
- Awareness
- Business Case
- Bureaucracy/Complexity

2. <u>The Learner (Demand)</u>

- The Economy
- Awareness
- Options/Status

Strategies

1. The Employer

- **Public (+ Private Sector)**

- **Significant Marketing Campaigns**
  - TV
  - Online
  - Seminars

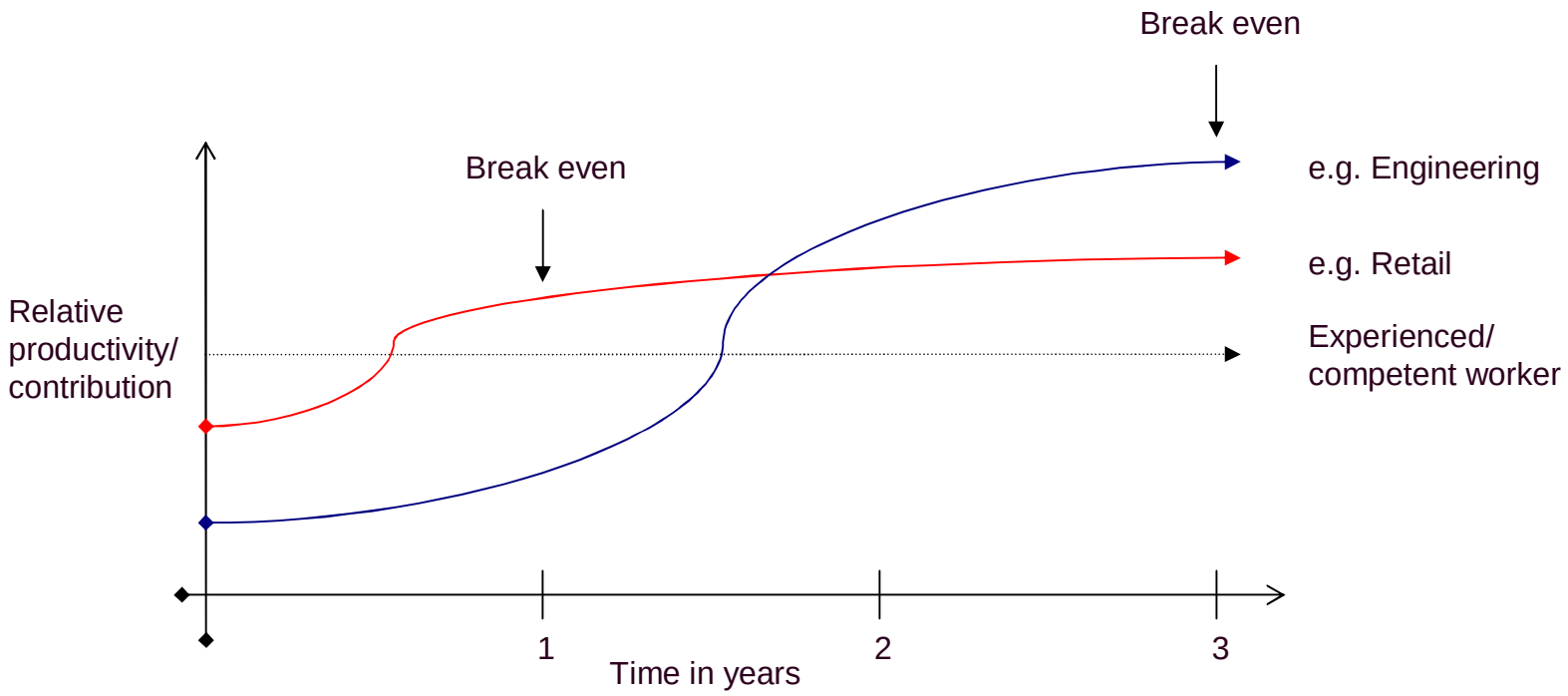
- **Specific Programmes for Key Sectors**
  - Construction
- **Reducing Bureaucracy**

- **Online Matching Service**

- **Business Case**

Strategies

The Business Case



Winning the confidence of employers

Apprenticeships

- 75% of employers say that Apprenticeships attract a better calibre of job applicant
- 66% believe their apprentice helped them to be more competitive
- 82% rely on their Apprenticeship programme to give them the skilled workers for the future
- 81% of businesses said apprentices helped to generate higher overall productivity

Source: Populus poll of 500 apprentice employers, Apprenticeship Week 2009

Conclusion

- Great success historically
- Short – term issues, the economy
- There are finite resources
- Focus, prioritisation, segmentations
- Being prepared for the upturn
- Increase in participation age
- Building towards world class apprenticeships