Our
future.
It's in
our hands.

Apprenticeships

National Apprenticeship Service

Benita Holmes – Business Development Director, Learner Services

NAS

- Single, national organisation
- Launched in April 2009
- 400 staff, 50 in national office, nine regional offices
  - Employer Services – field force and NES
  - Learner Services
  - Apprenticeship Vacancies
- The Bill – passing through Parliament – establishes the service and establishes an Apprenticeship in law
- Will be part of the Skills Funding Agency – and will work closely with the Young People's Learning Agency

Our responsibilities

Apprenticeships

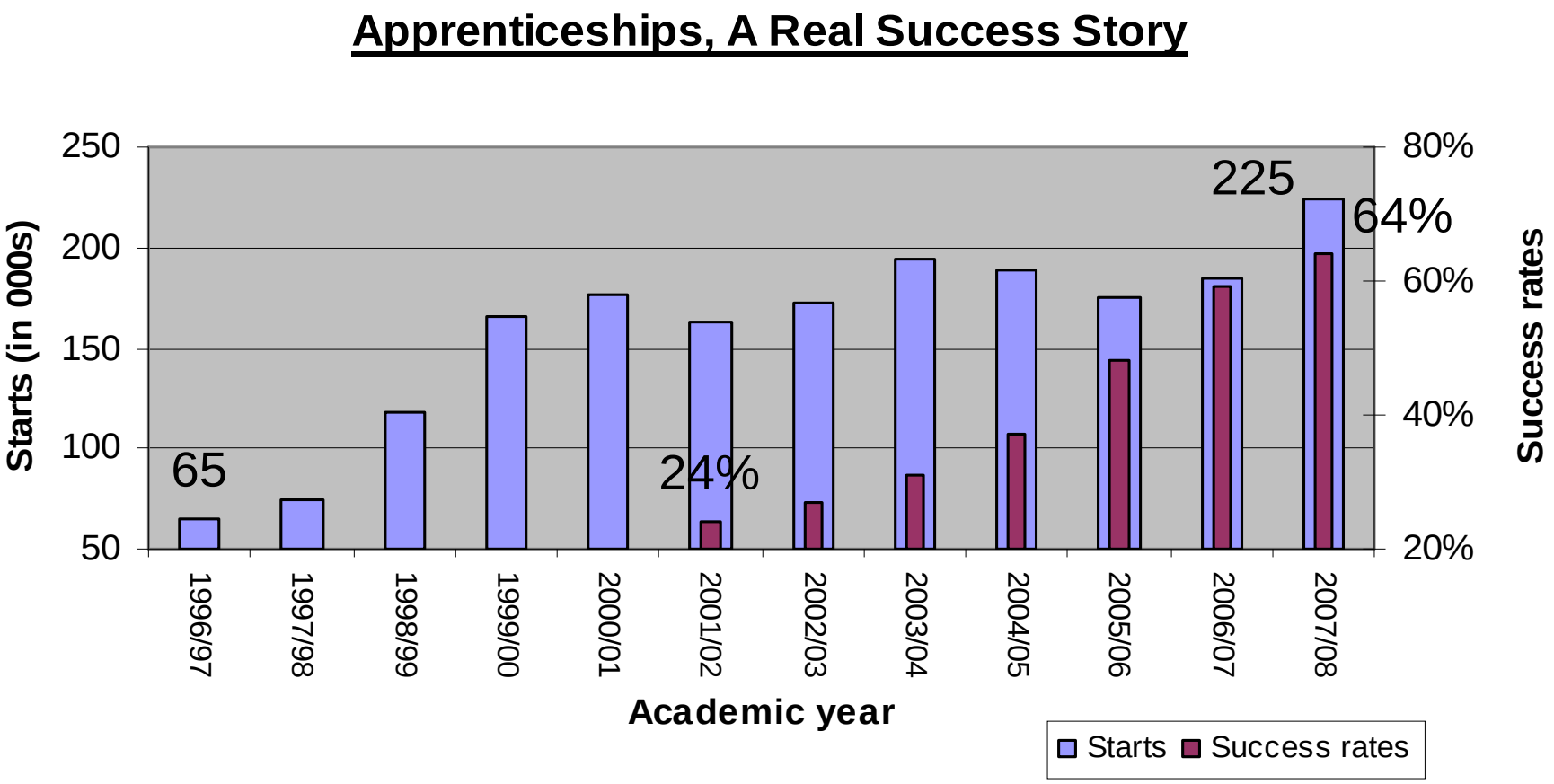
- End to end responsibility for Apprenticeships and ultimate accountability for the national delivery of services and targets
- Promoting Apprenticeships and their value
- Coordinating the funding
- Maintaining the online Apprenticeship Vacancies system
- Working with delivery partners and intermediaries
- Working with DCSF to establish Apprenticeships alongside other 14-19 options
- Improving the certification arrangements

Ambition

- 400,000 Apprenticeships
- 1 in 5 young people in Apprenticeships
- Significant increase in the number of employers offering Apprenticeship opportunities
- Continuous improvement in success rates
- Expansion in range of Apprenticeships on offer – into new sectors – at more levels
- Improve progression routes

Background

Apprenticeships



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

Priorities for 2009/10 (1)

Apprenticeships

- Expand the number of Apprenticeship place offered by employers including those in the public sector
- Increase the number, quality and background of people applying for Apprenticeships, particularly 16-18 year olds
- Make it easier for employers and individuals to search and apply for vacancies through the online Apprenticeship Vacancies system
- Develop and implement Service Quality Standards

Priorities for 2009/10 (2)

Apprenticeships

- Ensure that funding for Apprenticeship place is available, responsive to need and delivers value for money
- Develop high-quality data and management information, supported by ongoing research into Apprenticeship delivery
- Deliver a marketing and communications strategy that ensures that stakeholders are aware of the benefits of Apprenticeships
- Recruit, develop and support all our staff
- Develop a policy analysis programme which focuses on the immediate and longer-term need to improve the quality of Apprenticeships

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

Contact us ……

Apprenticeships

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