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**Apprenticeships Evaluation:  
Employer**

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# Summary

This report presents the findings of the Apprenticeship Evaluation Employer Survey 2012-13. The survey explored the views and experiences of 4,009 employers whose employees had finished an Apprenticeship programme between August 2011 and March 2012.

The aim of the research is to monitor the extent to which Apprenticeships are meeting the needs of employers and to identify aspects of the programme that are under-performing to enable the Department for Business, Innovation and Skills (BIS), the National Apprenticeship Service (NAS) and the Department for Education (DfE) to devise strategies to ensure continual improvement and return on investment.

## Characteristics of employers

The large majority of employers (90%) with apprentices who finished their training during August 2011 and March 2012, had been providing formal Apprenticeships for over a year, with the largest group saying they had provided them for between 1 and 3 years. Employers who had provided more traditional frameworks such as Engineering & Manufacturing Technologies and Construction, Planning & Built Environment tended to have been involved in Apprenticeships for longer, while those who have provided frameworks in Information & Communication Technology, Retail & Commercial Enterprise, and Leisure, Travel & Tourism were more likely to have been involved for fewer than five years.

Between August 2011 and March 2012, workplaces typically had only one or two apprentices who had finished their Apprenticeship training (59% had one and 18% had two). By framework, provision is concentrated in five groupings (provision of other frameworks was relatively minor): Business, Administration and Law (32%); Health, Public Services & Care (22%); Retail & Commercial Enterprise (22%); Engineering & Manufacturing Technologies (11%); and Construction, Planning & Built Environment (10%). There has been significant

expansion in the “newer” frameworks (Business, Administration and Law; Health, Public Services & Care; Retail & Commercial Enterprise) in recent years.

### **Impetus for offering Apprenticeships and benefits achieved**

Across all frameworks, the main impetus for starting to offer Apprenticeships was ‘being approached by a training provider’ (37%), followed by ‘being encouraged by another part of the organisation’ (14%). Employee enquiries prompted initial involvement for one in ten (10%) employers (rising to 23% of employers who had provided frameworks in Information & Communication Technology). Findings from the apprentice survey also highlight the key role of providers to the Apprenticeship programme, with the majority of apprentices consulting either the employer or the training provider prior to making their choices.

Improving product/service quality and improving productivity were the two most commonly chosen motivations for involvement in the Apprenticeship programme (selected by over three-quarters of employers). The majority of employers reported that the benefits they had hoped to achieve were realised.

### **Approach to recruitment**

Overall, Apprenticeships had been offered equally to 16-18 year olds and 19-24 year olds (71% and 73% respectively). Amongst employers who had provided frameworks in Agriculture, Horticulture & Animal Care, Engineering & Manufacturing Technologies and Construction, Planning & Built Environment, the balance was towards the younger age group, whilst amongst those who had provided frameworks in Health, Public Services & Care and Leisure, Travel & Tourism it was towards the older group. Just under half of employers (45%) had provided Apprenticeships to the over-25s, which was most common amongst employers who have provided frameworks in Health, Public Services & Care and Business, Administration & Law.

Employers tended to *either* recruit people specifically to Apprenticeships or draw apprentices from internal staff; very few combined both approaches and

this is mainly because the majority of employers tend to recruit a small number of apprentices only.

Over half of employers had recruited people specifically for Apprenticeships (54%), a figure which was highest amongst employers who have provided more traditional frameworks such as Engineering & Manufacturing Technologies (76%) and Construction, Planning & Built Environment (80%). These employers were also more likely to recruit younger apprentices. These trends are also apparent in the apprentice survey which found that a third of apprentices (32%) were recruited specifically; 68% were internal recruits. The median age for internal recruits at enrolment was 27 years old compared to 19 years for new recruits.

At workplaces where there was specific recruitment to Apprenticeship positions, the tendency was for people to be recruited to new positions rather than to replace staff (by a ratio of about four to one) and for recruitment to fixed-term contracts (by a ratio of slightly less than three to one).

At the time of the survey, 61% of employers had current apprentices. Most often employers had just one apprentice (25%), although amongst larger workplaces (employing more than 100 employees on-site), 27% said they currently had at least ten. One in five (22%) employers with current apprentices had paid fees to their training providers for the cost of the Apprenticeship; the figure was higher amongst employers who had provided frameworks in Engineering & Manufacturing Technologies (36%) and Construction, Planning & Built Environment (37%).

### **Training and assessment**

The overwhelming majority of employers (95%) said their apprentices received training from a training provider (although this fell to 89% among those who had provided frameworks in Construction, Planning & Built Environment). Provider assessment was equally common at 97%.

Over three-quarters of employers (77%) reported that they had provided formal training sessions themselves, rising to 85% of those who had provided

frameworks in Agriculture, Horticulture & Animal Care and 81% for Engineering & Manufacturing Technologies.

Half of employers (50%) felt they had been able to influence the structure, content, delivery or duration of Apprenticeship training *before it started* and a slightly higher proportion had felt able to influence delivery and content *during* the training period (57%). The proportion of employers who said that they had been able to influence the training either before or after was consistent across frameworks provided but was higher for larger organisations and those with more apprentices. Of those employers who had *no* influence over their Apprenticeship training, only around a quarter said they would have wanted this.

Over a third (36%) of employers said that they had also paid for other training leading to Level 2 or Level 3 qualification within the previous 3 years - a proportion which was highest amongst those who had provided frameworks in Information & Communication Technology (45%) and Leisure, Travel & Tourism (53%).

### Completing Apprenticeships

Over eight in ten employers (82%) reported that *all* their apprentices who finished training between August 2011 and March 2012 had completed their Apprenticeship, and a further seven per cent said that 'some' had. The mean completion rate for apprentices is estimated at 89%, which is fairly consistent across subgroups, albeit increasing slightly amongst older apprentices, at larger organisations and those who recruited from existing staff (all three of which are interrelated). Older recruits were more likely to be doing frameworks with shorter duration which will have contributed to the higher completion rate.

The most common reasons for not completing related to the apprentice's personal circumstances; most commonly that they 'left the company' or 'changed jobs'. Problems with the apprentice themselves were mentioned by a third of employers who had apprentices that did not complete. Four in five employers (81%) with experience of an apprentice leaving said it would make no difference to whether they would offer Apprenticeships in future: only 9% of

this group said the experience would make them 'much less likely' to provide Apprenticeships in future.

Three-quarters (75%) of employers whose apprentices had completed their training said that some or all of the former apprentices were still working for them. The main reasons cited for not retaining apprentices were 'they had left for another/higher paid job' (54%) and 'left to do more training' (19%).

Most apprentices completing Level 2 appear to have had the option to study for Level 3 - 82% of employers said either that they had provided or offered progression routes. However, fewer than half (46%) of employers whose apprentices had completed Level 2 said their apprentices had gone onto Level 3.

Among employers whose apprentices had completed an Advanced Apprenticeship, 28% said they had apprentices who had gone on to further study such as a higher Apprenticeship or other Level 4 qualifications. Options for further study were available at six in ten (60%) workplaces offering Level 3, increasing amongst employers who had provided frameworks in Engineering & Manufacturing Technologies (71%) and Health, Public Services & Care (70%).

The mean retention rate (% of apprentices still working for the organisation) is estimated at 73% which varied little by framework, but increased amongst employers who had provided Apprenticeships to older staff from their existing workforce. Amongst employers who had recruited apprentices specifically, the retention rate fell slightly to 66%.

### **Information and support to employers**

Only seven in ten employers were aware that the training they had provided was an Apprenticeship, which fell to fewer than half (47%) of those who had drawn their apprentices from existing staff. This pattern is also observed in the apprentice survey which found that just 64% of apprentices recognised they were on an Apprenticeship. Again, levels of awareness varied markedly between apprentices who were recruited specifically and internally from existing staff: 88% of new recruits were aware that they were doing an Apprenticeship

compared to 52% of internal recruits (linked to this awareness was lower among those undertaking non-traditional frameworks).

Half of employers in the survey (51%) said they knew 'a great deal' or 'fair amount' about the 'Government's Apprenticeship Offer' and nearly all (97%) said they had heard of it. Employers providing frameworks in Information & Communication Technology, Leisure, Travel & Tourism, and Business, Administration & Law were the most familiar, whilst those providing the Construction, Planning & Built Environment framework were the least, with just 34% saying they knew at least 'a fair amount' about it. Employers in these sectors have a longer history of delivering Apprenticeships which may partly explain their lower awareness of the *current* Apprenticeship offer.

Over two-thirds of employers (68%) felt there were sufficient information, support and guidance available to employers who are interested in Apprenticeships. The level of dissatisfaction with information provision was fairly similar across the different frameworks, although it was highest amongst employers who had provided frameworks in Agriculture, Horticulture & Animal Care (34%). Further information that would be welcome included 'who to approach' (mentioned by 52%), 'what funding is available' (37%), 'understanding the requirements and benefits' (24%) and 'personal advice and support' (20%).

Three in ten employers (31%) said they had used advice and support from the National Apprenticeship Service (NAS), rising to 45% among employers who had provided frameworks in Information & Communication Technology. The majority of NAS users said they were satisfied with the service (mean score = 7.4) though only 54% gave the highest rating of 8 to 10.

### **Satisfaction with the Apprenticeship programme**

Satisfaction with the Apprenticeship programme is high among both employers and apprentices. Three in five employers (60%) rated the overall Apprenticeship programme highly (score of 8-10), which included 30% who gave the programme an especially high score of either 9 or 10. However, one in six employers gave the programme a score of 5 or less, which increases

amongst employers who had provided more traditional frameworks such as Engineering & Manufacturing Technologies and Construction, Planning & Built Environment. Employers delivering Construction, Planning & Built Environment frameworks were also less positive in their rating on the flexibility of the training and the extent to which they had been able to influence the content or delivery of the training.

Apprentices were generally more satisfied than employers. Seven in ten (71%) gave an overall rating of 8-10 which includes 46% who gave an especially high score of 9 or 10.

Employers were also asked about their satisfaction with different aspects of the programme, and the following (Table 1) provides the mean score out of ten for each, as well as means scores from the apprentice survey for associated factors.

<b>Table 1: Employer and Learner satisfaction with aspects of Apprenticeships</b>			
<b>Rating by employer</b>	<b>Mean</b>		<b>Closest equivalent for apprentice</b>
How the provider offered training and/or assessment in a flexible way to meet your needs <sup>1</sup>	7.7	8.1	The way you are/were assessed on the job
		7.5	The balance between time spent training and working
The quality of the training delivered by the provider <sup>2</sup>	7.7	8.1	The quality of the training received from the college / training provider
		7.4	The amount of training received each week
The support and communication from the provider	7.5	8.1	The feedback received on your progress
		8.0	The extent to which your employer supported your Apprenticeship
Your ability to select an Apprenticeship framework relevant to your needs	7.4	8.1	The subject content of the Apprenticeship
		8.2	The relevance of the training to a career or job
The amount and complexity of any paperwork and bureaucracy required of you as an employer	7.2	-	n/a
Your ability to influence the	6.6	-	n/a

<sup>1</sup> Based on all those whose providers train and/or assess the apprentices (3,976)

<sup>2</sup> Based on all those receiving training from a provider (3,846)

**Table 1: Employer and Learner satisfaction with aspects of Apprenticeships**

Rating by employer	Mean		Closest equivalent for apprentice
structure, content, delivery and duration of the Apprenticeship training			
The quality of applicants for Apprenticeship positions <sup>3</sup>	6.6	-	n/a

The most satisfactory aspect for employers was ‘training/assessment being offered in a flexible way to meet their needs’, which was most highly rated by employers who had provided frameworks in Leisure, Travel & Tourism (mean score of 8.1), Business, Administration & Law (7.9), and Retail & Commercial Enterprise (7.9). ‘Training quality’ was also highly regarded, with those offering exclusively Level 3 being more favourable than those offering exclusively Level 2 (7.8 vs. 7.5).

The two aspects rated least highly were the ‘ability to structure content/delivery/duration of training’ and the ‘quality of applicants’. This was consistent across frameworks although, in both cases, employers who had provided frameworks in Business, Administration & Law were more satisfied.

Logistic regression was used to determine the key drivers of employers’ overall satisfaction with the programme (and that of apprentices). The dominant factors were found to be satisfaction with the ‘quality of training delivered by the provider’ (which explained 30% of variation in satisfaction levels) and satisfaction with the support and communication from the provider (21%). Other factors that could lead to dissatisfaction were ‘the complexity of any paperwork’ and employers who were dissatisfied with NAS support.

Quality of training was also a key factor for apprentices, accounting for 20% of the variation in *dis*-satisfaction levels among apprentices.

Overall the reaction of employers has been positive. Over a third of employers who provided Apprenticeships would be strong advocates of the programme – 35% said that they would ‘recommend it without being asked’. Only two per cent said they would recommend against involvement in the programme.

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<sup>3</sup> Based on all those who recruited externally for apprentices (2,076)

Apprentices were even more positive: nearly half (47%) said they would speak highly of Apprenticeship training without being asked. Four percent of apprentices were critical and this was especially the case in Information and Communication technology frameworks where 8% were critical.

Eight in ten (80%) employers surveyed said that they planned to continue offering Apprenticeships. The proportion who said they would continue to offer Apprenticeships was highest - at 88% - amongst the largest organisations (100+ employees). Employers who had provided frameworks in Construction, Planning & Built Environment (66%), Agriculture, Horticulture & Animal Care (71%), and Engineering & Manufacturing Technologies (73%) were the least likely to say that they planned to continue offering Apprenticeships. Looking specifically at those employers who said they were unlikely to continue offering Apprenticeships, the main reasons given were 'bad experiences' (36%), 'no further need' (17%) and the 'cost of training' (16%).

The balance amongst employers in all main subgroups was for the number of apprentices to increase in future rather than decrease. In total, 22% expected the number of Apprenticeship places they offered to increase compared to 11% percent who expected it to decrease (or would not offer at all).

# 1. Introduction

This report presents findings of the Apprenticeship Evaluation Employer Survey 2012-13. The survey explored the views and experiences of 4,009 employers whose employees had finished an Apprenticeship programme between August 2011 and March 2012.

The evaluation also looked at the views and experiences of apprentices which is detailed in a separate report.

## 1.1 The policy context

Apprenticeships are a core element of the Coalition Government's policies to develop the skills of the workforce in England. The Government's Strategy for Skills was set out in *Skills for Sustainable Growth*<sup>4</sup> and *Investing in Skills for Sustainable Growth*<sup>5</sup>, which identified Apprenticeships as the preferred vocational route for individuals and employers. The Coalition is committed to increasing the number and range of Apprenticeships on offer, and to reshaping Level 3 Apprenticeships so that they become the "gold standard" of workplace training.

To ensure the quality of Apprenticeships, the Specification of Apprenticeships Standards for England (SASE) was introduced in January 2011. One of the key points of SASE was to set out the minimum requirements for the number of guided learning hours (GLH) that form part of an Apprenticeship and Advanced Apprenticeship - a minimum of 280 GLH of which 100 must be delivered away from the workplace - although many individual frameworks often set a GLH requirement that is well above the minimum requirement. In addition, there is a legal requirement for a contractual agreement between the apprentice and the employer (introduced in April 2012)<sup>6</sup>.

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<sup>4</sup> BIS (2010) *Skills for Sustainable Growth*. BIS. London.  
<http://www.bis.gov.uk/assets/BISCore/further-education-skills/docs/S/10-1274-skills-for-sustainable-growth-strategy.pdf>

<sup>5</sup> BIS (2010) *Investing in Skills for Sustainable Growth*. BIS. London.  
<http://www.bis.gov.uk/assets/biscore/further-education-skills/docs/s/10-1272-strategy-investing-in-skills-for-sustainable-growth.pdf>

<sup>6</sup> <http://www.apprenticeships.org.uk/Partners/Partners-FAQs.aspx#Question17>

The National Audit Office undertook a Value for Money assessment of Adult Apprenticeships<sup>7</sup>, which stated that Apprenticeships for adults offered a good return on public investment. However, the report also states that the Department for Business, Innovation and Skills (BIS) could improve the value for money significantly by targeting resources on areas where the greatest economic returns can be achieved. Recently, the Richard Review looked at how Apprenticeship training can be designed “*to ensure that in the future the programme is **meeting the needs of the changing economy, consistently delivers the professionally recognised qualifications and skills which employers and learners need, and is maximising the impact of government investment***”<sup>8</sup>. Richards recommended:

- Targeting Apprenticeships at those who are new to a job role or role that requires sustained and substantial training;
- Focusing on what the apprentice can do when they complete their training and freeing up the process by which they get there;
- The basis of every Apprenticeship should be recognised industry standards;
- Every apprentice being able to reach a good level in English and maths before they complete their Apprenticeship;
- Government funding that creates the right incentives for Apprenticeship training by giving the purchasing power for investing in Apprenticeship training to employers; and
- Greater diversity and innovation in training with employers and government safeguarding training<sup>9</sup>.

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<sup>7</sup>Adult Apprenticeships: Estimating economic benefits from apprenticeships – Technical paper [http://www.nao.org.uk/wp-content/uploads/2012/02/10121787\\_Technical\\_paper.pdf](http://www.nao.org.uk/wp-content/uploads/2012/02/10121787_Technical_paper.pdf)

<sup>8</sup> BIS (2012) Richard Review terms of reference. <http://www.bis.gov.uk/assets/biscore/further-education-skills/docs/r/12-892-richard-review-terms-of-reference.pdf>

<sup>9</sup> BIS (2012) The Richard Review of Apprenticeships. <https://www.gov.uk/government/news/the-richard-review-of-apprenticeships>

Similarly, the Holt Review<sup>10</sup> recommends rebalancing “purchasing power” to allow small and medium enterprises (SMEs) to exert greater control on the supply-side of Apprenticeship provision. The UK Commission for Employment and Skills (UKCES) has recently listed the companies that have been successful in their bid for £165 million of matched funding under the Employer Ownership Pilot, through which employers in England can access direct funding from government to design and deliver their own training<sup>11</sup>.

Given the emphasis on Apprenticeships, the Coalition has invested heavily in the Apprenticeship programme: the Department for Business, Innovation and Skills (BIS) and Department for Education (DfE) invested £2.65 billion in 2010/11 and 2011/12, and an additional £1.5 billion in 2012/13<sup>12</sup>. In light of this significant investment, BIS and the National Apprenticeships Service (NAS) have commissioned extensive research and evaluation work to examine the Apprenticeship programme over the past few years.

## 1.2 Aims of the research

The Apprenticeship Evaluation comprises two extensive surveys of employers and apprentices. The surveys build on an earlier baseline study which was undertaken in 2011/2012. The aim of the research is to monitor the extent to which Apprenticeships are meeting the needs of employers and apprentices over time, and to identify aspects of the programme that are under-performing to enable BIS and NAS to devise strategies to ensure continual improvement and return on investment. This year, the research findings will also help to inform the implementation of the Richard Review.

## 1.3 Methodology

A telephone survey was conducted with 4,009 employers whose employees had finished an Apprenticeship programme between 1 August 2011 and 31

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<sup>10</sup> Holt, J (2012) Making Apprenticeships more accessible to small and medium-sized enterprises. BIS. London. <http://www.bis.gov.uk/assets/biscore/further-education-skills/docs/m/12-891-making-apprenticeships-more-accessible-to-smes-holt-review.pdf>

<sup>11</sup> UKCES (2012) £165m Skills Boost from Employer Ownership Pilot. 11/09/2012. UKCES. Wath-on-Deane. <http://www.ukces.org.uk/news/Press-releases/2012/Sep/165m-skills-boost-from-employer-ownership-pilot>

<sup>12</sup> HM Government (2012) Apprenticeships Policy. House of Commons Library Standard Note SN/3052. [www.parliament.uk/briefing-papers/SN03052.pdf](http://www.parliament.uk/briefing-papers/SN03052.pdf)

March 2012. The survey fieldwork took place between 8 December 2012 and 12 February 2013 and achieved a response rate of 40%. In-scope employers were identified using the Individual Learner Records (ILR) which contains a flag to identify the employer for each apprentice. The list of in-scope employers was matched to the Blue Sheep database to append employers' telephone numbers, addresses, employee sizes and industry sector information. Additional information about each employer's apprentices was also appended to the sample to inform the sampling, interview and analysis. For example, information on Apprenticeship framework, level and number of in-scope apprentices were derived and appended for each employer. These variables were also used to stratify the sample prior to selection.

The sample was disproportionally stratified by framework and number of apprentices to enable separate analysis for the smaller frameworks and for employers with a large volume of apprentices. The final data has been weighted to be representative of all employers whose employees finished their Apprenticeship training between August 2011 and March 2012. More details on the methodology can be found in the Appendix.

## 2. Key Characteristics

### Key findings

Apprentices are disproportionately concentrated in five industrial sectors: 'human health and social work', 'wholesale and retail', 'accommodation and food', 'other services' and 'construction'. Similarly, provision is concentrated in five framework groupings: Business, Administration & Law; Health, Public Services & Care; Retail & Commercial Enterprise; Engineering & Manufacturing Technologies; and Construction, Planning & Built Environment. Provision of other frameworks account for a minority of apprentices.

While there is some concentration of particular frameworks in industrial sectors, frameworks in Business, Administration & Law were provided by employers in all sectors, possibly reflecting a need for these skills across most employers. Workplaces tended to have provided only one Apprenticeship framework (the exceptions were the largest organisations and those in the public sector – these two features overlap).

A fifth of apprentices are employed in single-site organisations with fewer than 25 employees, while 58% work for large organisations with more than 100 employees. Irrespective of the size of the organisation, decisions about how many apprentices to employ were generally made at the specific workplace.

Workplaces typically had only one or two apprentices who had finished their training during the period in question (59% had one and 18% had two). The size of the workplace and organisation was a strong determinant of the number of apprentices, but there is also a relationship by framework – employers providing more traditional frameworks have fewer apprentices, partly reflecting their generally smaller size.

Over two-thirds of employers had provided Level 2 frameworks and just under half had provided Level 3 (around one in six had provided both). Employers providing Retail & Commercial Enterprise predominantly provided Level 2, while Level 3 was proportionally higher amongst employers providing Health, Public Services & Care, and Construction, Planning & Built Environment.

The more traditional frameworks were the most likely to have provided Apprenticeships to young people aged 16-18, while older apprentices (aged 25+) are more common amongst employers providing frameworks in Health, Public Services & Care, and Business Administration & Law.

## 2.1 Sector and size profile of employers in the survey

The survey included employers who had apprentices finishing their training between August 2011 and March 2012.<sup>13</sup> The data presented in this chapter has been weighted to reflect this population definition<sup>14</sup>. This section describes the key characteristics that are linked to how employers view the Apprenticeship programme.

### Industry sector

At a broad sector level, the majority of employers were operating in the private sector (76%). The remainder were split between public sector organisations (12%) and charities and the voluntary sector (9%). Three per cent classified themselves as 'other'.

At a more detailed level, employers with apprentices who finished their training between August 2011 and March 2012 were heavily concentrated in a relatively small number of industry sectors. Five sectors in particular made up nearly two-thirds of all employers with apprentices: 'Human health and social work' (21%); 'Wholesale and retail' (16%); 'Accommodation and food' (10%); 'Other services' (9%); and 'Construction' (9%).

In the English economy as a whole, these sectors represent 45% of all businesses and 46% of employment, so the concentration of Apprenticeship employers into these sectors is somewhat disproportionate - by either business number or employment measures (see Table A1 in the Appendix).

However, the only **individual** sector with a clearly higher than average number of apprentices is 'human health and social work', where the number of apprentices exceeds both business and employment averages for the sector by 15 percentage points (although a higher than average proportion of employers in this sector were *not* aware that their employees were on Apprenticeships – see Section 5.1 for further discussion). In other sectors, the differences are less clear cut. For example, judged by the number of construction businesses, the sector is offering fewer Apprenticeships than it should, but judged against the

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<sup>13</sup> Include apprentices who had successfully completed as well as non-completers.

<sup>14</sup> The weights applied were: framework by Level (interlocking) and number of apprentices (non-interlocking). More details are included in the Appendix.

amount of employment the sector provides in the economy, the number of Apprenticeships provided are proportionate.

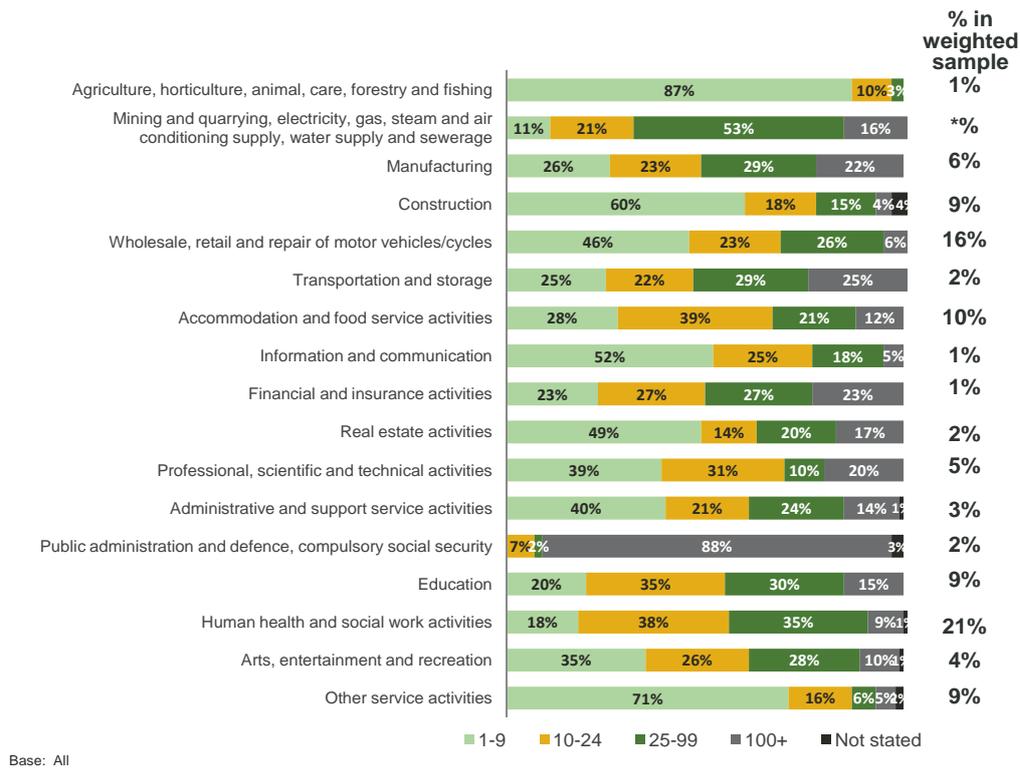
The sectors where the number of employers offering Apprenticeships is lower than the national data suggests it should be are: 'Transport and storage' (which represents only 1.7% of employers offering Apprenticeships); 'Information and communication' (1.1%); 'Professional, scientific and technical activities' (4.5%); and 'Administrative and support service activities' (3.2%).

Turning to size, there are two possible ways of analysing employers: (i) the size of the workplace; and (ii) the size of the wider organisation (for multi-site workplaces).

Looking firstly at **workplaces**, seven in ten (69%) of all employers with apprentices were relatively small, with fewer than 24 employees at the site. Indeed, a fifth of all workplaces with apprentices have fewer than 5 employees. The largest employers - with more than 50 employees on-site - make up 17% of employers with apprentices.

The distribution of workplace sizes varies by sector (Figure 1). The construction sector is most notable for having the highest proportion of the smallest workplaces (60% with 1-9 employees and a further 18% with 10-24 employees). At the opposite end of the scale is 'public administration and defence, compulsory social security' - 88% of these workplaces were in the 100+ size category. Other sectors are fairly evenly distributed by workplace size, for example manufacturing employers are spread across all size bands, albeit with a larger than average proportion in the 100+ employee group.

**Figure 1: Sector and workplace size distribution of employers**



Workplaces in the sample were divided broadly equally between employers that are the only site in their organisation (54%) and those that are part of a wider organisation (45%). Amongst the latter group, interviews were conducted with head offices in 33% of cases and with branches in 67% of cases. These patterns are consistent with that observed in the UKCES Employer Skills Survey 2011.

Looking at **organisations as a whole** (as distinct from workplaces), nearly half (47%) of employers with apprentices were part of organisations which had fewer than 25 employees overall (rising to three-quarters in the construction (76%), and information and communications sectors (75%)). Conversely, three in ten employers (31%) were part of organisations with 100+ employees (see Table A2 in the Appendix).

Because the numbers of apprentices were also recorded in the survey we can analyse the data taking into account the actual number of apprentices at different workplaces, thus providing a more accurate picture of where

apprentices are employed (in aggregate). A total of 12,868<sup>15</sup> apprentices finished their training between August 2011 and March 2012. Approaching three in five (58%) of apprentices were trained at the largest organisations in the economy (those with 100+ employees). Within the English economy as a whole, 48% of all employees<sup>16</sup> are employed at these largest organisations. This comparison shows that larger firms are employing disproportionately more apprentices than their contribution to total employment would suggest. Meanwhile, one in five apprentices were employed at the smallest firms in the economy (20% being at single site small firms). Indeed, we estimate that nearly three-quarters of all apprentices are to be found in just three employer groupings:

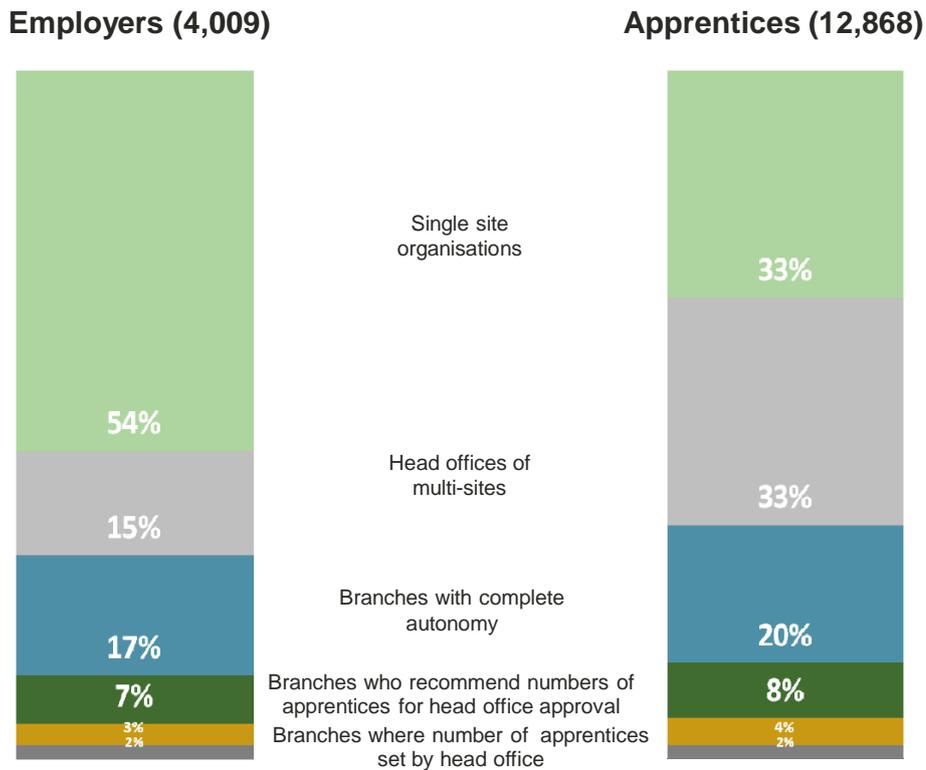
- Smallest, single-site organisations (20%);
- Head-offices of the largest organisations (28%); and
- Branches of the largest organisations (26%).

To conclude this section, we show the breakdown of both employers and apprentices by the nature of the workplace and the level of autonomy the workplace has over the number of apprentices employed (Figure 2). The large majority of employers (86%) have complete autonomy over the number of apprentices at the workplace, while fewer than one in twenty have no autonomy, with number set by head offices. Accordingly, the majority of apprentices themselves are also in workplaces where there is autonomy over their recruitment (86%), although a larger proportion are in head offices of multi-site organisations than in single site organisations.

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<sup>15</sup> This is a weighted estimate.

<sup>16</sup> Excluding SIC O – public administration, as these figures are not available in published statistics

**Figure 2: Site profile of employers and apprentices**

Base: All

## 2.2 Frameworks provided

Data on which frameworks employers had provided were taken from administrative records and verified with respondents in the interview. This reflected the fact that some employers do not recognise or acknowledge that the training they have provided is an Apprenticeship (which is discussed in section 5.1).

The large majority of employers (92%) with apprentices who finished between August 2011 and March 2012 provided only one framework, with public administration and defence being the only sector where a sizeable proportion of employers had offered more than one framework (23% vs. 8% overall). Understandably, the likelihood of offering more than one framework increases amongst larger organisations, with 15% of the largest employers (100 or more employees) having apprentices in more than one framework (see Table A3 in the Appendix).

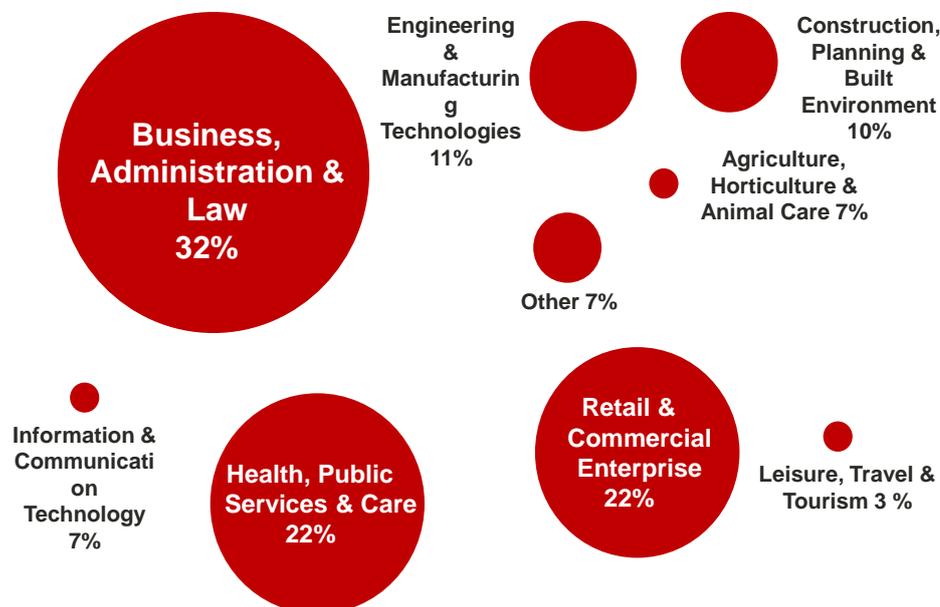
Of the small number of employers who had provided more than one framework, the majority had provided two. Only one percent of employers had apprentices in three or more different framework during the period in question.

The distribution of frameworks provided was quite uneven (Figure 3). By some margin, the most frequently provided framework type were Business, Administration & Law (provided by one in three employers). This was followed by two groups:

- Health, Public Services & Care and Retail & Commercial Enterprise, both provided by over one in five employers; and
- The more ‘traditional’ frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment - both provided by one in ten employers.

The provision of other frameworks is relatively minor by comparison.

**Figure 3: The proportion of employers providing different frameworks**



Base: All

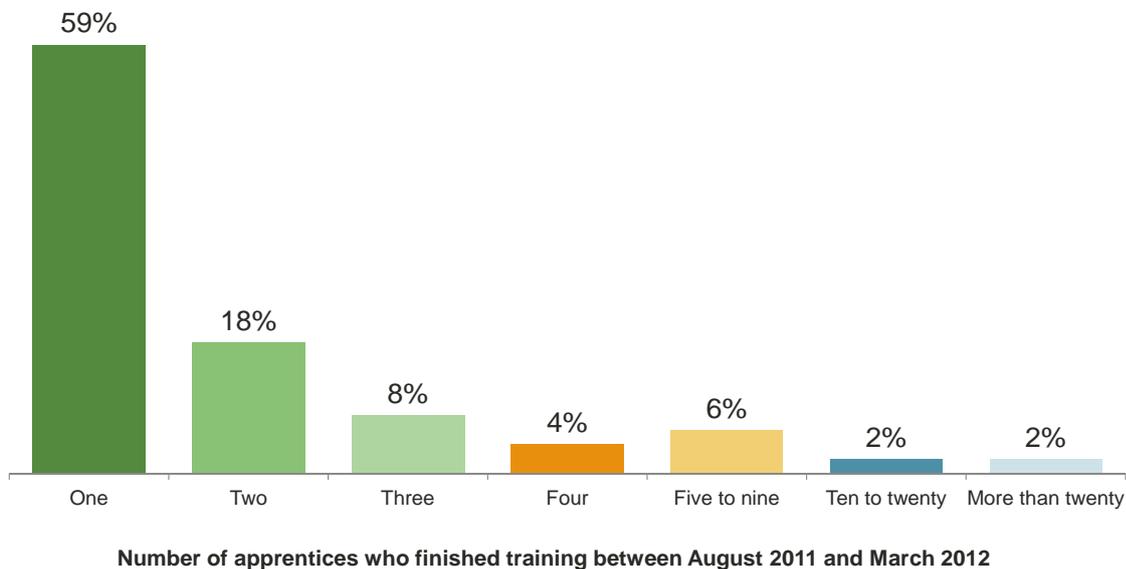
Looking at the profile of frameworks offered by employers in different industry sectors, there were, understandably, some strong associations between framework and industry sector. For example, 85% of employers in the construction sector provided frameworks in Construction, Planning & Built

Environment, and 73% of employers in the health sector had provided frameworks in Health, Public Services & Care (see Table A4 in the Appendix). However, the relationship is not exact. For example, employers in all sectors provided the Retail & Commercial Enterprise and Business, Administration & Law frameworks to some degree, while in the wholesale and retail sector, 31% of employers had provided frameworks in Engineering & Manufacturing Technologies (which may reflect the fact that vehicle maintenance is included in this sector).

### 2.3 Apprentice numbers

Three in five (59%) employers had only one apprentice who had finished their training between August 2011 and March 2012, and a further 18% had two (Figure 4). Only one in ten (10%) had more than five apprentices who finished during this period.

**Figure 4: Workplaces by the number of apprentices who finished training**



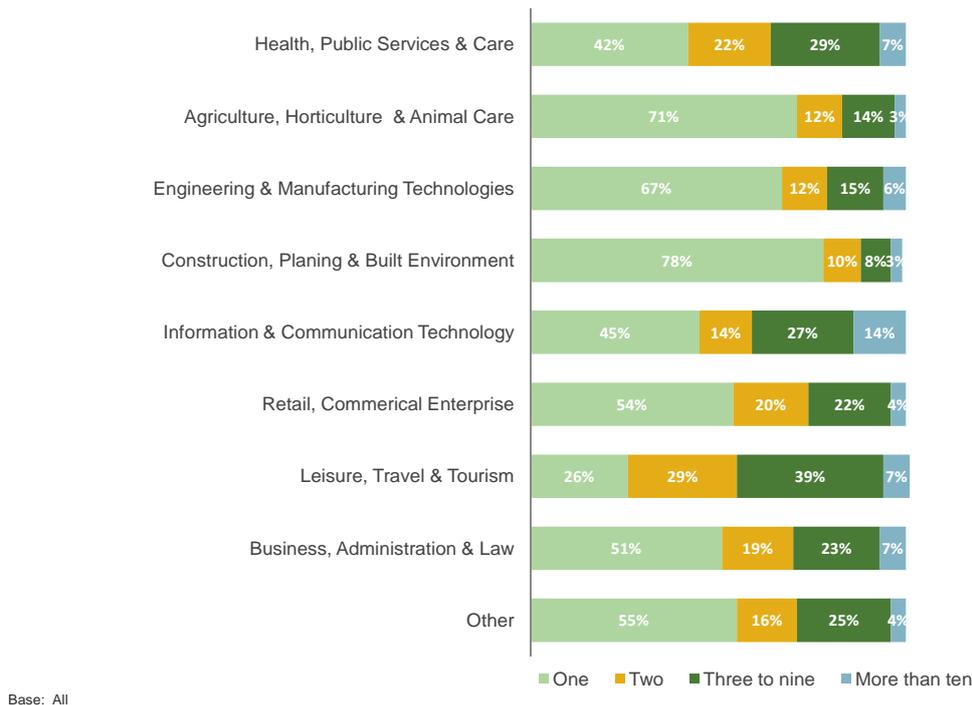
Base: All

Unsurprisingly, an important driver of the number of apprentices finishing is the **size of the workplace** itself (Table 2). Nearly all the very smallest workplaces (with 1-9 employees) had 1-2 apprentices (91%), whilst at workplaces with more than 25 employees the majority had more than one apprentice, although those with one apprentice remain the largest single group (even at the very largest

workplaces). A similar relationship is found when considering **organisation size**, with sites within larger organisations having had more apprentices.

<b>Table 2: Number of apprentices by workplace and organisation size</b>					
	<b>Number of apprentice who finished training between August 2011 – March 2012</b>				
	<b>Base</b>	<b>1</b>	<b>2</b>	<b>3-9</b>	<b>10+</b>
<b>Workplace size</b>					
1-9 employees	856	78%	13%	9%	0%
10-24 employees	987	55%	24%	20%	2%
25-99 employees	1,256	46%	21%	28%	5%
100+ employees	861	36%	17%	29%	18%
<b>Organisation size</b>					
1-24 employees	1,263	74%	15%	11%	0%
25-99 employees	798	51%	21%	25%	3%
100+ employees	1,761	43%	22%	26%	10%
<b>Total</b>	<b>4,009</b>	<b>59%</b>	<b>18%</b>	<b>19%</b>	<b>4%</b>

Employers providing the more traditional frameworks were more likely to have fewer apprentices (Figure 5). Over three-quarters (78%) of employers providing frameworks in Construction, Planning & Built Environment had only one apprentice, as did 67% of those providing frameworks in Engineering & Manufacturing Technologies. As noted above, these employers are also more likely to be smaller so there is clearly an interaction between size, framework and the number of apprentices. In contrast, amongst employers providing newer frameworks such as Leisure, Travel & Tourism and Information & Communication Technology, over half had more than one apprentice who finished their training during the period in question.

**Figure 5: Number of apprentices by framework**

## 2.4 Length of involvement in formal Apprenticeships

Nine in ten employers (90%) reported that they had been providing formal Apprenticeships for over a year, with the largest group saying they had provided them for less than 3 years (39%) (Figure 6). The length of time that employers had been offering Apprenticeships varied quite widely: 38% had been offering formal Apprenticeships for more than five years including 21% who had been offering them for more than 10 years.

By framework offered, employers divide into three broad groups:

- Firstly, employers who had provided the 'traditional' frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment reported the longest involvement with Apprenticeships. Amongst these employers, more than half had offered formal Apprenticeships for more than five years, while fewer than one in ten had done so for a year or less.
- At the other end of the scale were employers who had provided frameworks in Information & Communication Technology, Retail & Commercial Enterprise, Leisure, Travel & Tourism and Business, Administration & Law, whose involvement had been generally more

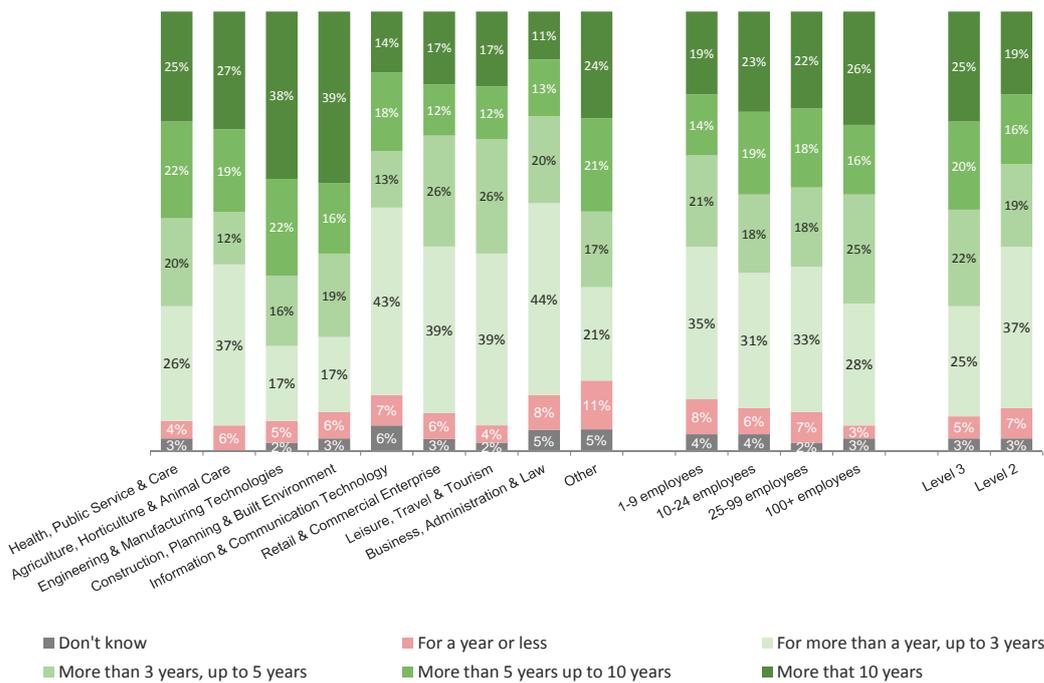
recent with around a half of employers having only offered Apprenticeships for up to five years.

- In between these two groups were employers who had provided frameworks in Health, Public Services & Care, Agriculture, Horticulture & Animal Care and 'Other' who were distributed more evenly by length of involvement.

Aside from framework, larger workplaces are more likely to have been involved in the Apprenticeship programme for a number of years; two thirds (67%) have been involved for at least three years compared with 54% of the workplaces with 1-9 employees. However, this relationship does not hold for size of *organisation*; 58% of the largest organisations had been providing Apprenticeships for more than three years compared to a similar proportion - 57% - of the smallest organisations

Length of involvement with the programme is also strongly associated with the number of apprentices: seven in ten (70%) of employers who had more than ten apprentices had been involved in the programme for at least three years compared to 55% of those with only one apprentice. The level of framework is another factor, with those employers who had provided a Level 2 framework typically being involved in the programme for a shorter length of time compared to those who provided Level 3.

**Figure 6: Years of involvement by framework, workplace size and Level**



Base: All

## 2.5 The Apprenticeship offer

Employers were asked to confirm the level and age of the apprentices that finished their training between August 2011 and March 2012.

### Level of Apprenticeship

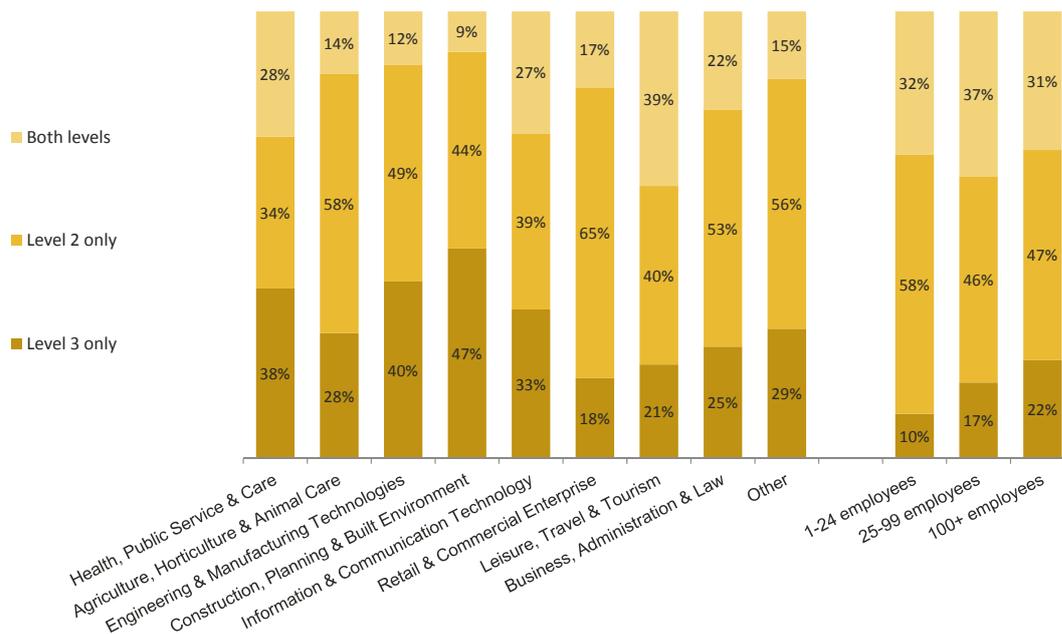
A total of 68% of employers offered Level 2 Apprenticeships and 48% offered Level 3 Advanced Apprenticeships, but only one in six (16%) offered both (Table 3). It was very rare for a workplace with only one apprentice to have offered both Level 2 and Level 3 Apprenticeship routes (just two percent had done so), but once more apprentices had been recruited the proportion offering both levels increased. Similarly, whilst only 39% of employers with a single apprentice offered Level 3, this rose to 74% of those employers with more than 10 apprentices.

**Table 3: Level of framework by number of apprentices who finished training**

	Base	Both levels	Level 2 only	Level 3 only		% provided Level 2	% provided Level 3
1 apprentice	821	2%	61%	37%		63%	39%
2 apprentices	819	23%	44%	33%		67%	56%
3-10 apprentices	1,542	41%	38%	21%		79%	62%
More than 10 apprentices	826	62%	26%	12%		88%	74%
<b>Total</b>	<b>4,009</b>	<b>16%</b>	<b>52%</b>	<b>32%</b>		<b>68%</b>	<b>48%</b>

Because of the relationship between number of apprentices and size of the workplace or organisation, the levels of the framework offered are also affected by organisation size. Hence, smaller workplaces and organisations were less likely to have provided both levels and to have provided Level 3 at all (although the extent to which Level 2 was offered remains fairly consistent by workplace and organisation size).

There are some key differences in level by framework (Figure 7). Amongst employers providing Health, Public Services & Care and Construction, Planning & Built Environment frameworks, the provision of Level 3 was slightly more common, while the provision of Level 2 frameworks was more common amongst employers providing frameworks in Leisure, Travel & Tourism (79%), Retail & Commercial Enterprise (82%), and Business, Administration & Law (75%).

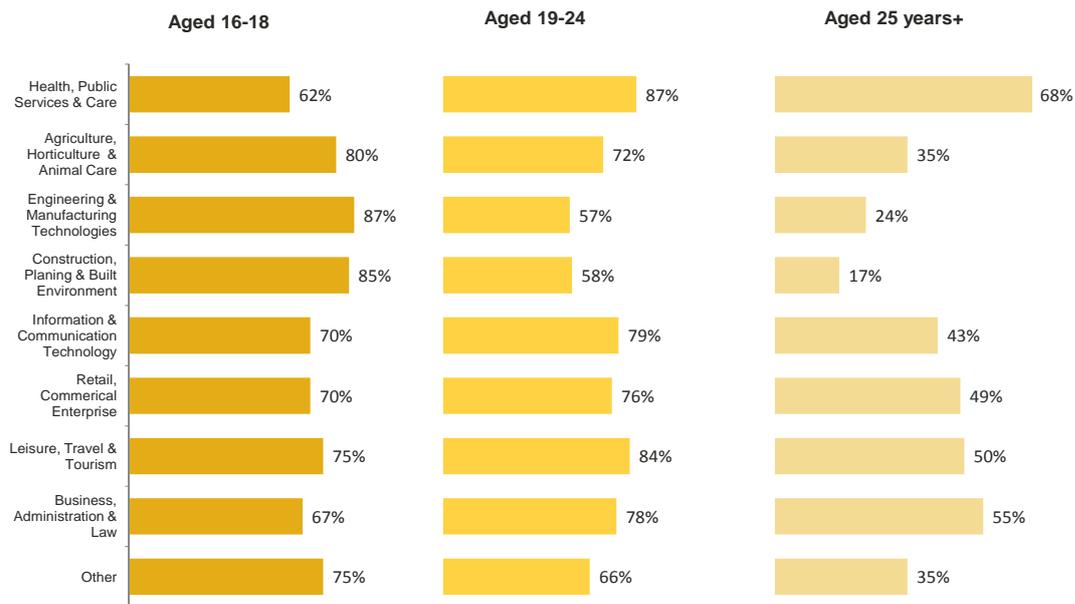
**Figure 7: Level by framework and organisation size**

Base: All

## Age of apprentices

By age, Apprenticeships had been offered equally to 16-18 year olds and 19-24 year olds (71% and 73% respectively). Just under half of employers (45%) had provided Apprenticeships to the over-25s.

The more 'traditional' frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment were the most likely to have provided frameworks to apprentices aged 16-18 (87% and 85% of employers respectively, Figure 8). This figure falls considerably amongst employers who had provided frameworks in Health, Public Services & Care and Business, Administration & Law where 19-24 year olds were the dominant age group. This pattern is also apparent when looking specifically at Apprenticeships undertaken by employees aged 25 and over, where frameworks in Health, Public Services & Care (68%) and Business, Administration & Law (55%) are most commonly undertaken. These findings reflect the different roles of apprentices within the organisations; younger apprentices are felt to be less appropriate within many service sectors because of the nature of the work involved.

**Figure 8: Age of apprentices by framework**

Base: All

Predictably there is some correlation between age and level: amongst employers only providing Apprenticeships to 16-18 year olds, only 39% provided Advanced Apprenticeship compared with 60% of those only providing Apprenticeships to the over-25s. In total, the provision of Advanced Apprenticeships increases as the age of apprentices employed increases, but there is little change in the extent of Level 2 provision by age group.

## 3. Sourcing apprentices

### Key findings

Employers were split fairly evenly by the method that they used to recruit apprentices: 45% recruited from existing staff and 49% recruited externally with only a small proportion using both approaches. As would be expected, employers with a high number of apprentices were more likely to use both (though just one in ten employers had more than five apprentices who had finished).

Recruitment approach is strongly influenced by the framework provided, with nearly three in four employers providing the traditional Apprenticeships recruiting specifically, compared to well below half of those providing frameworks such as Retail & Commercial Enterprise and Leisure, Travel & Tourism (employers delivering these frameworks are more likely to recruit from existing staff).

Younger apprentices were more likely to have been recruited specifically, as were those working for smaller organisations and in workplaces with only one apprentice.

At workplaces where there was specific recruitment to Apprenticeship positions, the tendency was for apprentices to be recruited to new positions rather than to replace staff, and for recruitment to be for fixed-term contracts.

Where **external recruitment** is used, the most common approach was to recruit people through learning providers or colleges (36%, rising to 50% of employers who were prompted to get involved in the programme by a learning provider).

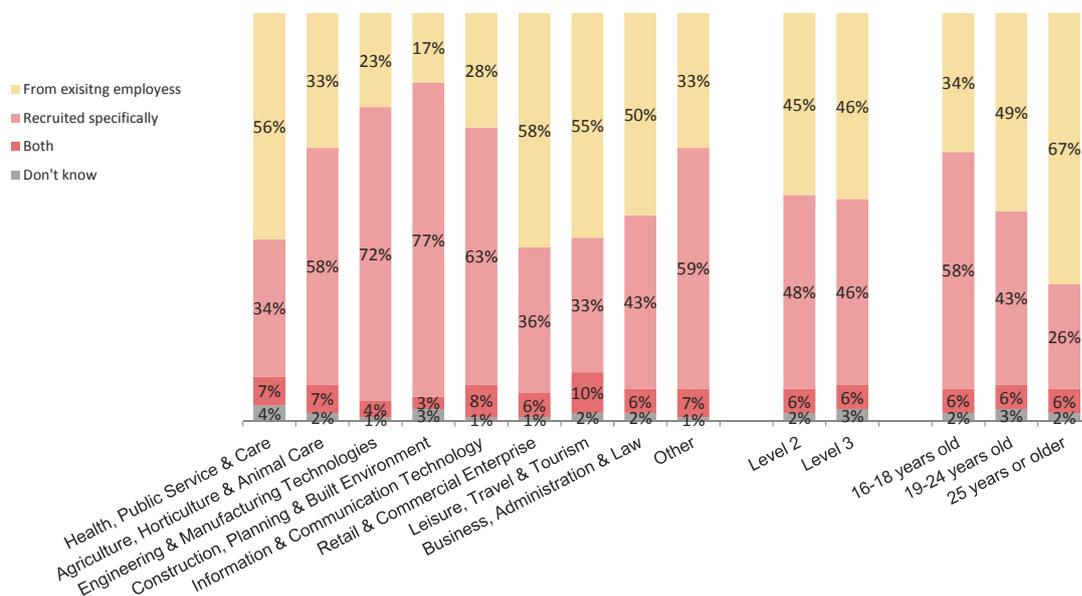
### 3.1 Recruitment patterns

Apprentices can either be recruited specifically to an Apprenticeship or be existing employees. In the survey, employers were asked specifically about the apprentices who finished between August 2011 and March 2012, and the balance was fairly even between those who said they had recruited specifically for the Apprenticeship (49%) and those who reported that the apprentice was already working for them (45%). Employers tended to use one method or the other (just 5% had used both which is in line with the small percentage of employers with more than five apprentices – see section 2.3).

Employers providing the more ‘traditional’ frameworks such as Engineering & Manufacturing Technologies and Construction, Planning & Built Environment alongside Information & Communications Technology and Agriculture, Horticulture & Animal Care were significantly more likely to have recruited specifically (Figure 9). The opposite was the case in frameworks such as Health, Public Services & Care, Retail & Commercial Enterprise, and Leisure, Travel & Tourism. Amongst employers who had provided frameworks in Business, Administration & Law, the balance was almost even, with half (49%) recruiting specifically and 56% from existing staff.

There is a close link between the age of the apprentice and the method by which their employers sourced them, with a much greater focus on recruiting young apprentices specifically for the Apprenticeship. This is logical as these employees are less likely to be an existing member of staff (often the Apprenticeship will be their first job).

**Figure 9: Recruitment by framework, Level and age of apprentices**



Base: All

Figure 9 shows the *proportion of employers* that used each method for sourcing their *apprentices* (as opposed to the proportion of apprentices sourced in each way). When looking at the *number of apprentices* recruited using each method, 47% of apprentices were recruited specifically and 52% were recruited from existing staff (see Table A5 in the Appendix). This pattern does vary considerably by framework. Amongst employers providing the more traditional

Apprenticeships such as Construction, Planning & Built Environment, and Engineering & Manufacturing Technologies (as well as Agriculture, Horticulture & Animal Care), the balance is towards recruiting people specifically as apprentices, while in other sectors the proportion of apprentices from existing staff increases (to as high as 83% amongst employers providing frameworks in Leisure, Travel & Tourism).

In terms of other characteristics, there is a slight trend towards apprentices at larger organisations being more likely to recruit from staff already working for them (which is logical as they have a larger pool of people from which to choose). Organisations with only one apprentice were more likely to have recruited them specifically as apprentices, while those with between 3-9 apprentices were more likely to have recruited from existing staff. Those employers with the most (10+) apprentices split their recruitment equally between both approaches.

A strong relationship exists between long-term involvement in the Apprenticeship programme and whether apprentices are recruited specifically rather than from internal candidates. It is notable that the key shift occurs after ten years involvement in the programme, whereupon 67% of apprentices are recruited specifically rather than from internal candidates (which to some extent will reflect the preference for specific recruitment amongst the more traditional Apprenticeship sectors).

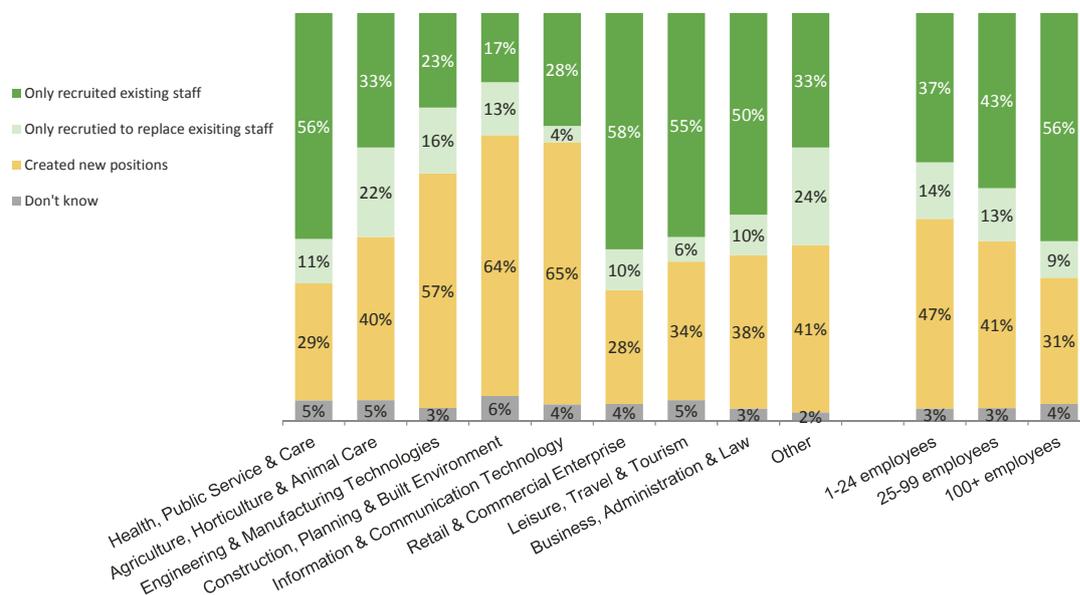
Finally, amongst apprentices who were recruited specifically, the majority (around two-thirds) were recruited on *fixed-term* contracts for the period of the Apprenticeship.

Overall, slightly more than half of employers (54%) had recruited employees specifically as apprentices. Amongst these, the majority had recruited to new positions rather than only replacing existing members of staff.

Three frameworks (Engineering & Manufacturing Technologies, Construction, Planning & Built Environment and Information & Communication Technology, and to a lesser extent Agriculture, Horticulture and Animal Care) operate a distinct recruitment profile. Employers that provided these frameworks were less likely to recruit from existing staff and much more likely to recruit to new

positions (well over half recruited in this way) (Figure 10). For other frameworks, recruitment from existing staff was more common, while recruitment of apprentices to replace existing staff being the least likely option across the board. Creating new positions for apprentices is also the more common recruitment option amongst the smallest organisations, while – as was noted above – larger organisations tend more to recruit from existing staff. There is no clear difference in how apprentices are recruited by framework level.

**Figure 10: Recruitment approach by framework and organisation size**



Base: All

### 3.2 Recruitment methods

A slight majority of employers (52%) had recruited some of their apprentices from outside the organisation and they used a wide variety of methods to fill these positions (as discussed in Section 3.1, external recruitment was a more common feature among employers providing the more ‘traditional’ frameworks such as Engineering & Manufacturing Technologies and Construction, Planning & Built Environment alongside Information & Communications Technology and Agriculture, Horticulture & Animal Care).

The most common approach was through a learning provider or college (36%), indicating that providers are often playing a central role in the recruitment process (Table 4). Those employers who indicated that the original stimulus to their becoming involved in Apprenticeships was being approached by a training

provider were predictably much more likely to have left the advertising of the position completely to the provider (50%). Other common means of advertising were word-of-mouth (18%), local press/media (16%), company websites (13%) and Jobcentre Plus (12%).

Overall 11% of employers recruiting any apprentices said the positions had been advertised on the Apprenticeship Vacancies System (AVS). It should be noted that at the current time the Apprenticeship Vacancies System is mainly used by providers, as they are required to use this system for new vacancies. Given the high proportion of employers that recruit their apprentices using a provider, the actual number of Apprenticeship places advertised on, and recruited via the AVS, is likely to be much higher than the 11% figure suggests.

<b>Table 4: Methods used to advertise Apprenticeship positions</b>	
Learning provider/ college	36%
Word-of-mouth	18%
Local media/press	16%
Own organisation's website	13%
Jobcentre Plus	12%
Apprenticeship Vacancies System on NAS website	11%
A Group Training Association/Apprenticeship Training Agency	8%
A website other than their own	8%
Local Council	3%
School visits	3%
Social media (Facebook/Twitter)	2%
We don't advertise	13%
Don't know / can't remember	3%
Base: All who had recruited specifically for an apprentice (2,076)	

## 4. Motivations

### Key findings

Training providers continue to be the main source of encouragement to new employers getting involved with Apprenticeships (mentioned by 38% of those relatively new to the programme). Other prompts to involvement are quite diverse, although it is notable that publicity is only a factor in a relatively small number of cases (7%).

Improving product/service quality and improving productivity were the two most commonly chosen aspirations for involvement in the Apprenticeship programme (selected by over three in four employers). Improving staff retention and morale are also important factors and this finding was also reflected in The Fifth Net Benefits of Training to Employers Study<sup>17</sup>. Employers who had recruited apprentices from existing staff were more likely to cite staff related factors compared to those who had recruited staff specifically for the Programme.

The majority of employers reported that the benefits they had hoped to achieve were realised. An average of around eight in ten employers who had hoped for benefits received them, with the most 'successful' being 'improving staff morale'. In contrast, the benefits which employers felt were least realised (though still accounting for a majority of those expecting the benefits) were 'winning business' (72% of employers hoping to achieve this say it was realised), 'ability to attract good staff' (78%) and 'lowering overall wage bill' (79%).

### 4.1 Stimulus for starting to offer Apprenticeships

We noted in chapter 2 that over half the employers in the survey had first started offering formal Apprenticeships within the last five years (59%). These employers were asked who or what stimulated their workplace to first start offering Apprenticeships. Results on this unprompted question are shown in Table 5.

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<sup>17</sup> Hogarth *et al.* (2012), Employer Investment in Apprenticeships and Workplace Learning: The Fifth Net Benefits of Training to Employers Study, *BIS Research paper 67*

<b>Table 5: Impetus to start offering Apprenticeship</b>	
Approached by a training provider	38%
Another part of the organisation e.g. encouraged by our head office	14%
An employee enquired about it	10%
Actively engaged with / sought apprentices	10%
Have routinely taken on apprentices for several years	10%
Saw publicity / advertising promoting Apprenticeships	7%
Staff development / progression / retention / better qualified / trained staff	7%
Apprenticeships are funded	3%
Word-of-mouth / heard from friends / family / other businesses	2%
Previous knowledge / experience of Apprenticeships	2%
Don't know	7%
Base: All who had started offering Apprenticeships in the last 5 years (2,154)	

The most frequent response was 'being approached by a training provider' (mentioned by 38%) which was particularly common amongst employers providing frameworks in Retail & Commercial Enterprise (43%), Business, Administration & Law (41%) and Health, Public Services & Care (36%). This prompt to involvement was also found more often amongst employers who said their apprentices were existing employees (mentioned by 45%) rather than those who recruited specifically for Apprenticeships (31%), as well as by those employers who had been offering apprentices for fewer than 3 years (41%).

Enquiries from employees prompted initial involvement for one in ten employers, rising to 23% of employers who had provided frameworks in Information & Communication Technology. Employers providing frameworks in Construction, Planning & Built Environment (20%), Information & Communication Technology (16%), and Engineering & Manufacturing Technologies (15%) were the most likely to say that they 'actively engaged with/sought apprentices'. Those providing Leisure, Travel & Tourism (21%) and Retail & Commercial Enterprise (21%) frameworks were the most likely to report that 'another part of the organisation/head office had encouraged it).

## 4.2 Perceived benefits of Apprenticeships

Employers were asked to select which business benefits they hoped to achieve by getting involved with the Apprenticeship programme. The majority had hoped to achieve a range of benefits (Table 6). The most common benefit chosen was to 'improve your product or service quality' (83%). Most other benefits were also chosen by more than half of the employers surveyed, with only two chosen less frequently: to 'win business' (33%) and to 'lower the overall wage bill' (24%).

**Table 6: Anticipated business benefits by approach to recruitment**

	Total	Recruited specifically as apprentices	Recruited from existing employees
Base	4,009	2,076	2,312
Improve your product or service quality	83%	77%	90%
Improve productivity	79%	78%	82%
Improve staff retention	75%	69%	82%
Improve staff morale	75%	67%	84%
Improve your ability to attract good staff	71%	72%	70%
Bring new ideas to the organisation	66%	62%	72%
Improve your image in the sector	59%	58%	62%
Win business	33%	32%	35%
Lower overall wage bill	24%	29%	20%
<b>Average</b>	<b>63%</b>	<b>60%</b>	<b>66%</b>

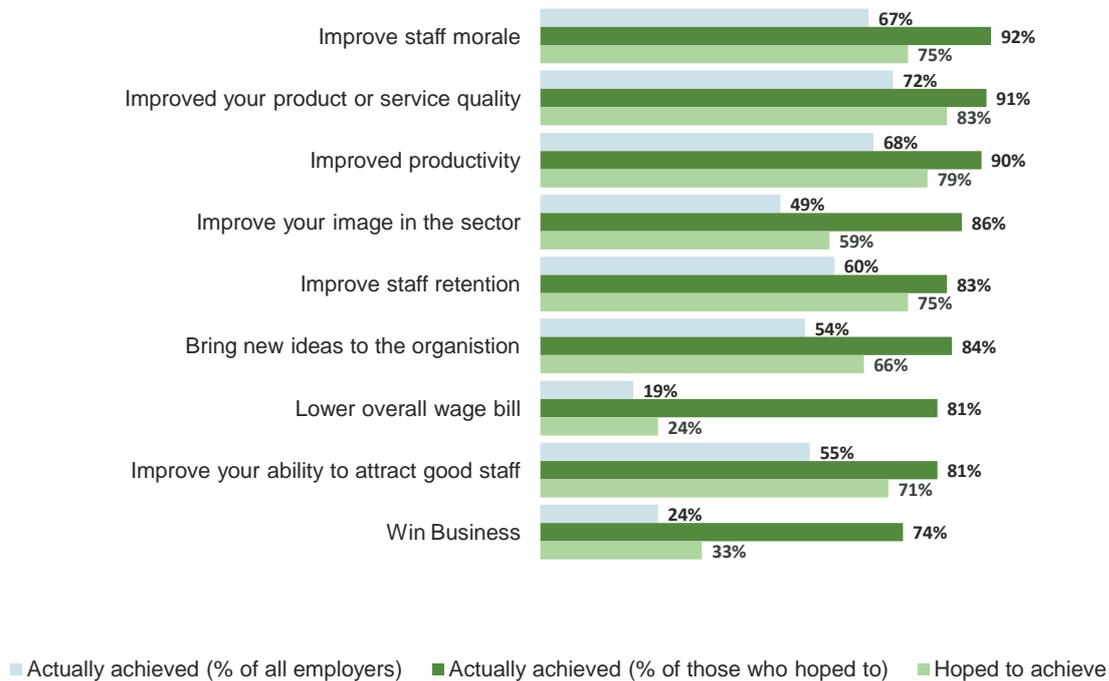
Across all the potential benefits asked, employers who had provided frameworks in Retail & Commercial Enterprise and Leisure, Travel & Tourism were more likely to select at least one of the presented options. Among employers providing Retail & Commercial Enterprise framework, improving productivity (86%), improving staff morale (86%) and winning business (44%), were more sought-after than average, while employers providing frameworks in Leisure, Travel & Tourism were more likely to select improving staff retention (84%), improving their image in the sector (73%) and lowering the overall wage

bill (39%). Otherwise, there were few significant differences by framework or by Apprenticeship level.

Overall, 'winning business', 'improving productivity' and 'lowering the wage bill' were more commonly selected by smaller organisations and workplaces while larger employers were more likely to select 'improving your image in the sector'.

A more significant characteristic which shaped employers' perceptions of benefits was their method of Apprenticeship recruitment. Those who had recruited from existing employees were more likely to select almost all of the presented benefits. The only exception to this pattern was 'lowering the wage bill', which was chosen significantly more frequently by those who recruited new staff as apprentices (especially employers offering fixed-term contract for the duration of the Apprenticeship). This may reflect the fact that recruitment that is specifically for Apprenticeships tends to be more orientated towards younger candidates.

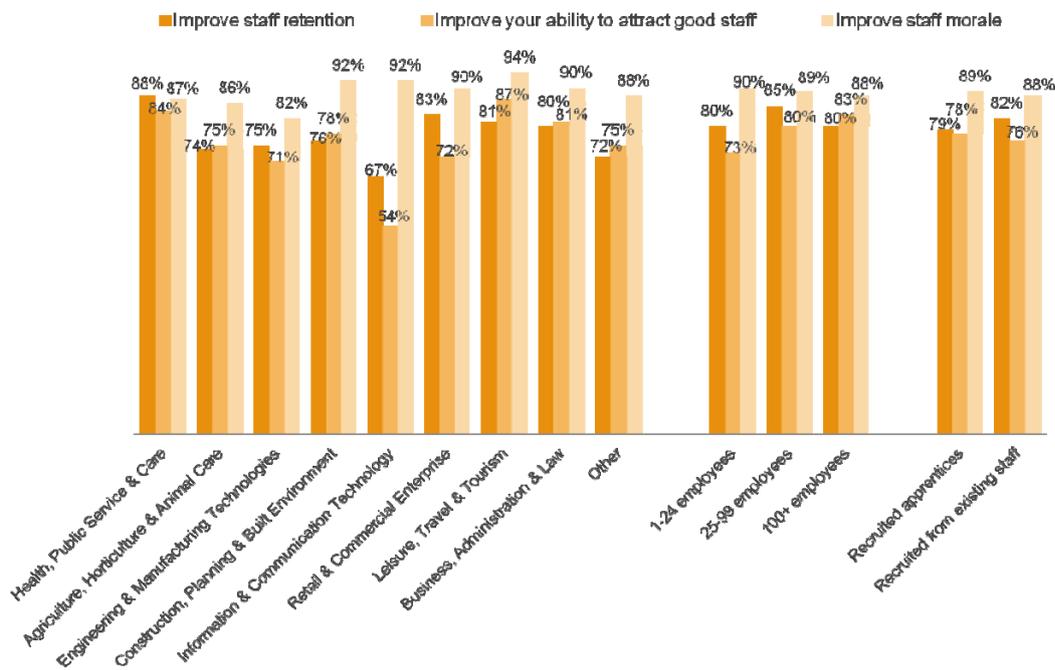
We can also look at the extent to which employers who had hoped to achieve benefits actually received them (Figure 11). For all the nine benefits mentioned, an average of around eight in ten employers who had hoped for each benefit felt they had received it. The most achieved was 'improving staff morale' where nine in ten (92%) of those hoping for it received it. Conversely, the benefits which employers felt had been least achieved were 'winning business' (74%), 'ability to attract good staff' (81%) and 'lowering overall wage bill' (81%).

**Figure 11: Whether desired business benefits were realised**

Base: All/All who hoped to achieve

Focussing in more detail on **specific staff benefits** (Figure 12), 'improved staff morale' was the main benefit realised across all framework (and especially among employers delivering Leisure, Travel & Tourism, Information Technology & Communication and Construction, Planning & Built Environment). Employers delivering frameworks in Information Technology & Communication stands out in that they are much more likely to have realised benefits associated with improving staff morale relative to staff retention or attracting good staff.

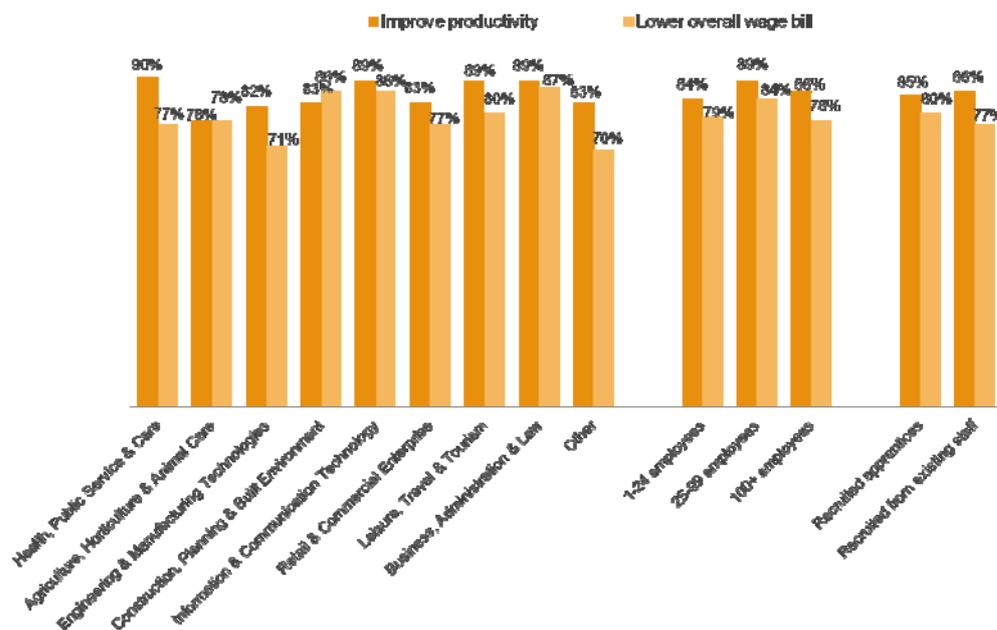
**Figure 12: Benefits realised: staff-related benefits by framework, organisation size and recruitment approach**



Base: All who say they hoped to achieve the benefit

The majority of employers hoping to achieve the two **financial benefits** said they received them (Figure 13).

**Figure 13: Benefits realised: financial benefits by framework, organisation size and recruitment approach**

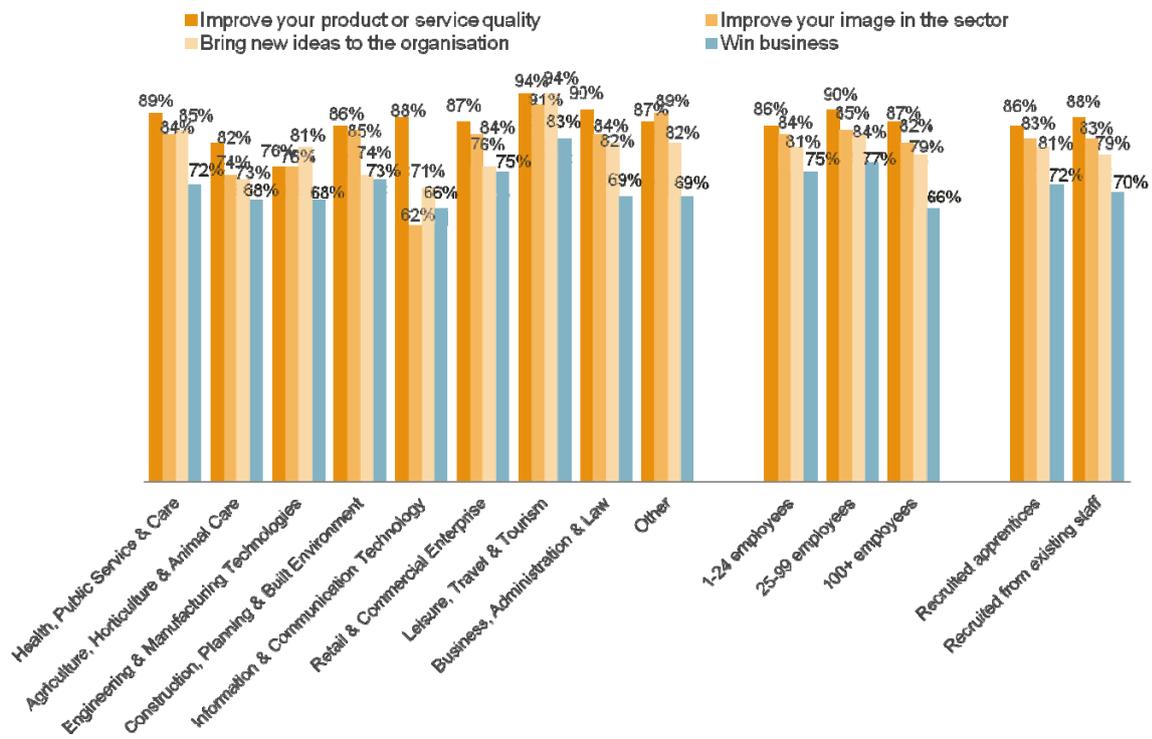


Base: All who say they hoped to achieve the benefit

The proportion of businesses receiving a 'productivity' benefit was relatively consistent across frameworks, dropping slightly amongst those providing Agriculture, Horticulture & Animal Care frameworks. Employers providing frameworks in Construction Planning & Built Environment, Information & Communication Technology, and Business, Administration & Law were more likely to say they had received the benefit of 'lowering overall wage bill', which was also selected slightly more often by medium (25-99 employees) sized organisations and those who had recruited apprentices specifically rather than in-house.

The four remaining benefits are grouped together under the category '**business improvement**' (Figure 14). The most frequently selected benefit across all employers was 'improving product or service quality'. There are slight subtle differences by framework. Employers providing Leisure, Travel & Tourism frameworks stands out as most likely to realise all the benefits in this category. In terms of organisation size, large employers are least likely to cite 'winning business' as a benefit that had been realised. There is no significant difference by recruitment approach.

**Figure 14: Benefits realised: business improvement by framework, organisation size and recruitment approach**



Base: All who say they hoped to achieve the benefit

## 5. Information and support

### Key findings

Only seven in ten employers were aware that the training they had provided was an Apprenticeship, which fell to fewer than half (47%) of those who had drawn their apprentices from existing staff. There is clear evidence that the concept of 'Apprenticeships' resonates less with those employers providing less traditional frameworks and to people in older age groups.

In terms of self-reported knowledge, over half of employers felt they knew a 'great deal' or 'fair amount' about the 'Government's Apprenticeship Offer'. Employers who provided more traditional frameworks were actually less confident in their knowledge, which we attribute to longer involvement being related to more general knowledge about Apprenticeships rather than the specifics of the Government's Offer.

Three in ten employers had accessed National Apprenticeship Service (NAS) support. Use of support is higher amongst employers providing less traditional frameworks, those in the not-for-profit sectors and larger organisations.

The majority of employers who had used NAS support were positive about it, with a mean satisfaction score of 7.4 out of ten. Nonetheless, the fact that one in six (17%) gave a score of five or below suggests further room for improvement. However, the key reason given for dissatisfaction related to lack of support from the training provider rather than NAS itself (although one in four reported 'difficulty in finding the right person to speak to').

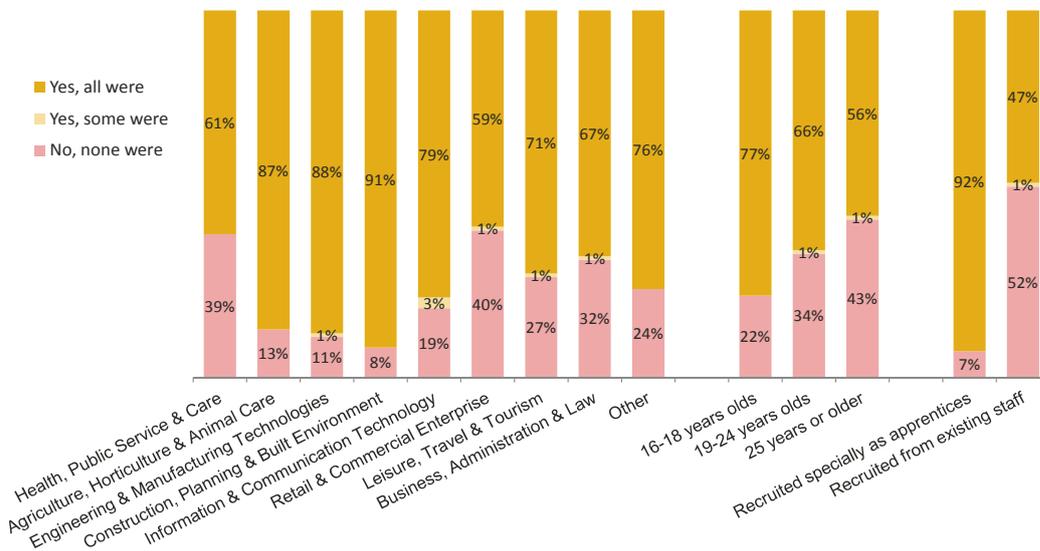
### 5.1 Awareness of Apprenticeships

A challenge in Apprenticeship research with employers is that some do not recognise the training provided as an 'Apprenticeship', often because providers do not use that terminology. For this survey, employers were sampled from official statistics such that we could be certain they had had apprentices who finished the training between August 2011 and March 2012. **Importantly, respondents were not screened-out if they were unaware that they had**

**provided Apprenticeships**<sup>18</sup>. This means that the findings are representative of the full spectrum of employer awareness and opinion.

Overall, seven in ten employers (70%) were aware that the training they had provided was an Apprenticeship while 29% were not, clearly demonstrating the awareness deficiency that exists. A significant determinant of awareness was how the employer had recruited their apprentices (Figure 15): less than half of employers who recruited from existing staff were aware that the training their employees had received was an Apprenticeship (47%) compared with 92% of employer who had recruited people specifically as apprentices. This finding is also reflected in the comparisons by framework: awareness was highest among employers who had provided the more ‘traditional’ frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment. These employers were also more likely to recruit apprentices from outside their organisation. Conversely, amongst employers providing Apprenticeships in Retail, Commercial & Enterprise, only 59% were aware.

**Figure 15: Employers’ awareness that all, some or none of their apprentices were on an Apprenticeship by age of apprentices and recruitment approach**



Base: All

<sup>18</sup> This stage of the screen out process was improved in light of the relatively large volume of screen outs in the 2010-11 survey.

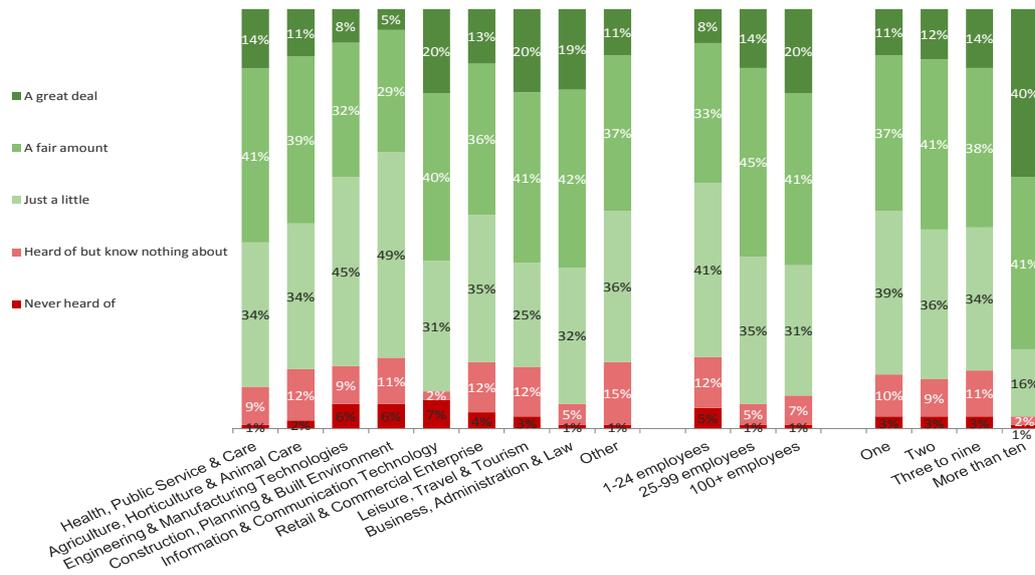
Linked to this, employers who actively sought to recruit apprentices themselves as opposed to being prompted by others, were most likely to be aware that their employees were doing an Apprenticeship (84% vs. 70% overall). Among those that were “prompted into action” by others (i.e. training providers, their employees or company head quarter), level of awareness is in line with the overall.

Employers were also asked how much they knew about the Government’s Apprenticeship Offer. The majority felt they knew either ‘just a little’ (37%) or ‘a fair amount’ (38%), with minorities of around one in ten at each end of the scale (Figure 16).

In contrast to awareness of their own Apprenticeships, knowledge of the ‘Government’s Apprenticeship Offer’ varied much less by factors such as the age of apprentices and recruitment method. There was also little variation by level or by how long an employer had been providing Apprenticeships. Rather, an important varying factor was the number of apprentices an employer had had, with those who had more than ten apprentices being significantly more likely to feel they knew ‘a great deal’.

By framework, employers who had provided more ‘traditional’ frameworks such as Engineering & Manufacturing Technologies and Construction, Planning & Built Environment were actually less likely to say that they knew ‘a great deal’ or ‘a fair amount’ about the Government’s Apprenticeship Offer. One explanation for this would be that as they have been typically involved in the programme for a long time, they may feel less up-to-date with the details. Moreover the phrase ‘Government’s Apprenticeship offer’ may not resonate so much with these employers as does the concept of Apprenticeships more generally.

**Figure 16: Knowledge about the Government’s Apprenticeship Offer by framework, organisation size and number of apprentices**



Base: All

## 5.2 Information, support and guidance available

Over two-thirds of employers (68%) felt there were sufficient information, support and guidance available to employers who were considering offering Apprenticeships (Table 7). Three in ten (29%) thought there was not and 3% were unsure or could not remember. There was no significant difference in this rating by length of involvement in Apprenticeships, indicating no change in views on the quality of support and guidance over time.

**Table 7: Whether there is sufficient information, support and guidance available to employers interested in offering Apprenticeships**

	Base	Yes, sufficient	No, insufficient	Don't know
<b>Frameworks provided</b>				
Health, Public Services & Care	1386	74%	23%	3%
Agriculture, Horticulture & Animal Care	266	62%	34%	4%
Engineering & Manufacturing Technologies	520	63%	31%	5%
Construction, Planning & Built Environment	315	64%	30%	6%
Information & Communication Technology	218	70%	27%	2%
Retail & Commercial Enterprise	764	71%	28%	1%
Leisure, Travel & Tourism	267	71%	27%	3%

**Table 7: Whether there is sufficient information, support and guidance available to employers interested in offering Apprenticeships**

	<b>Base</b>	<b>Yes, sufficient</b>	<b>No, insufficient</b>	<b>Don't know</b>
Business, Administration & Law	1,498	70%	27%	3%
Other	230	57%	38%	5%
<b>Size of organisation</b>				
1-24 employees	1,263	62%	35%	3%
25-99 employees	798	73%	24%	3%
100+ employees	1,762	75%	22%	3%
<b>Site function</b>				
Only site in organisation	1,736	64%	33%	3%
Head office with sites	798	72%	25%	3%
Branch of org. with sites	1,464	73%	24%	3%
<b>Number of years offering Apprenticeships</b>				
Up to 3	1,369	66%	30%	5%
3-10 years	1,561	71%	27%	2%
More than 10 years	987	69%	28%	3%
<b>Total</b>	<b>4,009</b>	<b>68%</b>	<b>29%</b>	<b>3%</b>

Small differences by framework were observed, with employers who had provided frameworks in Engineering & Manufacturing Technologies (63%), Construction, Planning & Built Environment (64%) and Agriculture, Horticulture & Animal Care (62%) all slightly less inclined to say they felt that support and guidance was sufficient.

Employers from smaller organisations were more critical than larger employers: over a third (35%) of those with fewer than 25 staff said insufficient information was available, compared with one in five (22%) of those with 100 plus staff. Similarly, single-site organisations were less likely to say that information and support was sufficient (64%), which suggests that future provision needs to better reach and engage with the smaller workplaces and organisations.

Employers who felt that there was insufficient information, advice or support would most welcome further information on 'who to approach', 'what funding is

available', 'understanding the requirements and benefits', and 'personal advice and support' (Table 8).

<b>Table 8: Information, support and guidance that is missing</b>	
Who to approach/how to get information on Apprenticeships	52%
What funding is available and how to get it	37%
Understanding the requirements and benefits of an Apprenticeship	24%
Personal advice and support	20%
How to find suitable training providers	15%
How to set up training for apprentices	13%
How to recruit apprentices	11%
Legal obligations/employment contracts	8%
How to deliver the qualifications	5%
Information in schools/for school leavers	3%
Other	2%
Don't Know	1%
Base: All who say there is not sufficient information (989)	

There was particular demand for more information on 'who to approach' from employers that had provided frameworks in Retail & Commercial Enterprise (mentioned by 58%), while employers providing frameworks in Engineering & Manufacturing Technologies and Construction, Planning & Built Environment frameworks were more likely to identify a deficit in information about 'what funding is available' (49% and 53% respectively). This is also reflected in comparisons by number of apprentices, with employers with fewer apprentices requesting more basic knowledge about who to approach, while those with 20+ apprentices were more interested in 'what funding is available and how to get it' (48%) and 'how to find suitable training providers' (34%).

### **5.3 Use of, and satisfaction with, NAS' guidance**

The National Apprenticeship Service (NAS) supports, and co-ordinates Apprenticeship delivery throughout England, and provides extensive information in a variety of formats aimed to inform and support employers (as well as learners and providers) about Apprenticeships - their benefits, the range of frameworks and levels, and how they are delivered and funded.

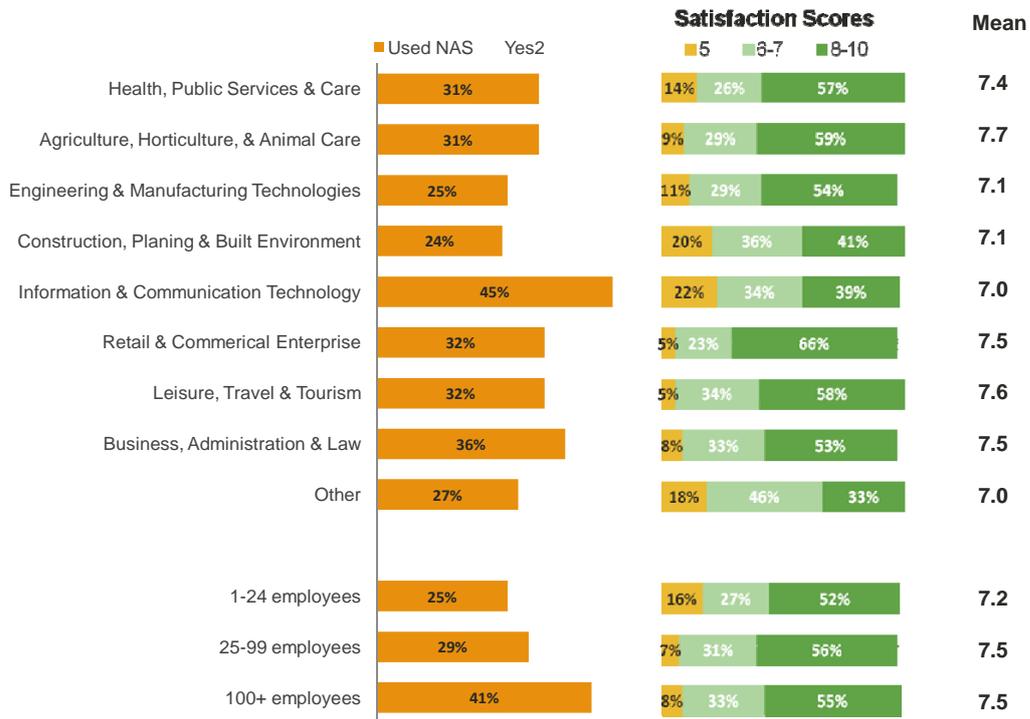
Three in ten employers (31%) said they had sought advice and support NAS, rising to 45% among employers who had provided frameworks in Information & Communication Technology and 36% of those who had provided frameworks in Business, Administration & Law (Figure 17). Apart from these differences, use of NAS support was reasonably consistent across frameworks, with the least likely employers to have used NAS being those who had provided the more traditional frameworks of Engineering & Manufacturing Technologies (25%) and Construction, Planning & Built Environment (24%).

These findings are also reflected in comparisons between the private and public/ charity sectors; in the former, only 28% of employers had used NAS compared with 40% among the latter. Similarly, there is also a strong correlation between workplace size/number of apprentices and use of NAS support, with 41% of employers with more than 100 employees having used NAS support compared with 25% of organisations with 1-24 employees, and 29% of organisations with 25-99 employees.

As might be expected, there was also a strong correlation between use of NAS support and the extent to which respondents felt they understood the Government's Apprenticeships offer; 72% of those who had accessed support felt they understood 'a great deal' or 'fair amount' about the Apprenticeships Offer compared to just 42% of those who had not.

Where NAS had been used in the last three years, the majority of employers were positive, with 83% at least 'fairly satisfied' with the usefulness of this information and support (a score of 6-10 out of 10) including 54% 'very satisfied' (giving a score of 8 or higher). However, the fact that one in six (17%) gave a score of five or below should be regarded as a concern. This level of dissatisfaction was highest amongst the smallest employers that had used NAS support (22%), adding to the picture of support services being used less by, and being less useful to, the smallest organisations.

**Figure 17: Use of, and satisfaction with, NAS by framework and organisation size**



Base: All/All who have used NAS

As with the level of support used, there is a strong association between satisfaction with support provided and perceived knowledge of the Government’s Apprenticeships Offer; 61% of those who felt they understood the Apprenticeships Offer ‘a great deal’ were ‘very’ satisfied (8-10) with the service they had received from NAS, compared to just 38% of those who felt they had ‘little’ or ‘no’ knowledge of the Offer.

Those employers that had used NAS support but gave a satisfaction score of 4 or below were asked for the reasons behind their dissatisfaction. The main reasons given were a perceived lack of support/contact from the training provider recommended by NAS (mentioned by 41%), difficulty in finding someone to speak to (27%), and a general lack of information (27%).

## 6. Training delivery, completion and progression

### Key findings

At three in four workplaces, Apprenticeship training is delivered jointly by the provider and the employer (while in nearly all other cases it is delivered only by the training provider). Only half of employers who had received provider training said they were able to influence the structure, content, delivery and duration of the Apprenticeship **before** it started, while 58% said they were able to influence the training **during** the Apprenticeship. A third had no influence either before or after (and only around a quarter of these said they would have wanted to have some influence).

Slightly higher than one in three employers had paid fees for other training leading to Level 2 or Level 3 qualifications in the past year. This was more likely amongst larger employers and those in the public sector.

Over eight in ten employers reported that *all* their apprentices who had finished their training between August 2011 and March 2012 had *completed* their training. The mean completion rate is estimated at 89%.

Over half (56%) of employers with apprentices who did not complete said this had not impacted on their business; 18% said that they would be less likely to offer Apprenticeships in the future as a result.

The mean retention rate (% of apprentices still working for the organisation) is estimated at 73%, which varied little by framework but increased amongst employers who had provided frameworks to older staff from their existing workforce. The retention rate fell slightly to 66% among employers who had recruited apprentices specifically.

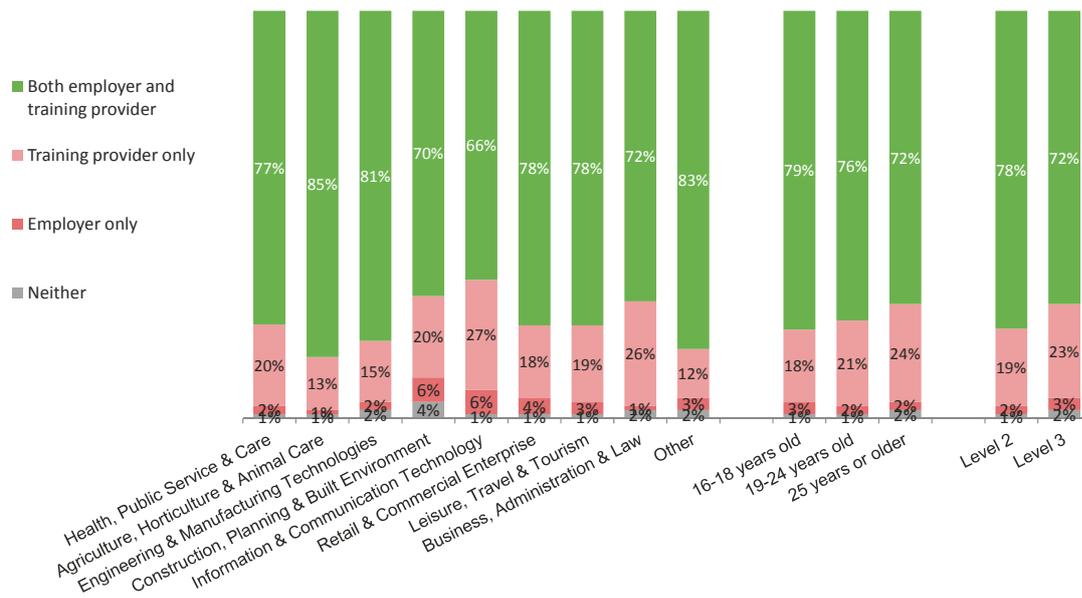
Over eight in ten employers who had apprentices completing Level 2 training said that they offered progression to Level 3 (although only 46% said their Level 2 completers had done so). Over half of employers (57%) who had apprentices completing Level 3 training said they had offered a progression to further qualifications (although only 27% said that had apprentices who did this). The availability of further progression is associated with length of involvement with the programme.

In this chapter we examine the extent of employer involvement in, and ability to influence, the design and content of the Apprenticeship training both before and during the Apprenticeship, as well as their involvement in delivery of training and/or assessment.

## **6.1 Employers' and providers' involvement in delivering training and assessing apprentices**

Employers are heavily involved in delivering training: 77% provided formal training sessions as part of the Apprenticeship. In most cases, training is delivered both by the provider and the employer (75%). Just a fifth (20%) indicated that training was only delivered by the provider, and only two per cent said they had sole responsibility for formal training within the Apprenticeship. Therefore, the vast majority of employers (95%) indicated that their apprentices received at least some training delivered by a training provider (either at their workplace or the provider's premises), and a similar proportion (96%) stated that the provider also conducted the assessment (Figure 18).

The high incidence of provider-delivered training may in part be explained by some employers including provider-assessments of the apprentices in their response. Of those employers who stated that the assessment was undertaken by a training provider, 96% indicated that the training had been conducted, at least in part, by a training provider; only 2% stated that they had provided all of the training themselves.

**Figure 18: Training provision by framework, age of apprentices and Level**

Base: All

The level of provider training was similar across employers of different sizes. However, employers with at least 10 apprentices were more likely to be providing formal training themselves (84% vs. 77% overall). This may be because it is more cost effective to deliver formal training to a number of apprentices at the same time, but may also reflect an increased likelihood of having a more established training infrastructure in place.

There were minor variations by framework provided.<sup>19</sup> Employers that were most likely to be providing in-house training alongside provider training were those providing frameworks in Engineering & Manufacturing Technologies (81%) and Agriculture, Horticulture & Animal Care (85%), whilst this was less common at employers whose main framework provision was Business, Administration & Law (72%) and Information & Communication Technology (66%). In-house training was also more common at employers providing Level 2 than Level 3 courses (78% vs. 72%) and, related to this, amongst those with younger rather than older apprentices.

<sup>19</sup> For this question employers were asked specifically about the 'main' framework provided, as opposed to most other questions in the survey which were asked about all Apprenticeship frameworks provided by the employer.

## 6.2 Employers' involvement in decisions regarding Apprenticeship training

Although nearly all employers' apprentices received training delivered by a training provider, only half (50%) said they were able to influence the structure, content, delivery and duration of the Apprenticeship **before** it started, while a slightly higher proportion (58%) were able to influence this **during** the Apprenticeship (Table 9). In total, two-thirds were involved in these decisions either before or during the training (67%), and 41% were involved at both stages.

Results from these two questions combined show relatively little variation by framework or level. However, employers who had provided frameworks in Construction, Planning & Built Environment were distinct for having less influence both before (37%) and during (47%) the Apprenticeship training. Employers with at least 10 apprentices (more common in larger workplaces) were more likely to have felt they had some influence both before and during the Apprenticeship. Previous qualitative research has noted that it is difficult for employers with only one or a small number of apprentices to influence training decisions, especially where the training provider has to train apprentices from a number of employers in one group<sup>20</sup>.

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<sup>20</sup> BIS Research Paper Number 77: Evaluation of Apprenticeships: Employers (May 2012) p43.

**Table 9: Ability to influence the structure, content, delivery or duration of the Apprenticeship training before or during the Apprenticeship training**

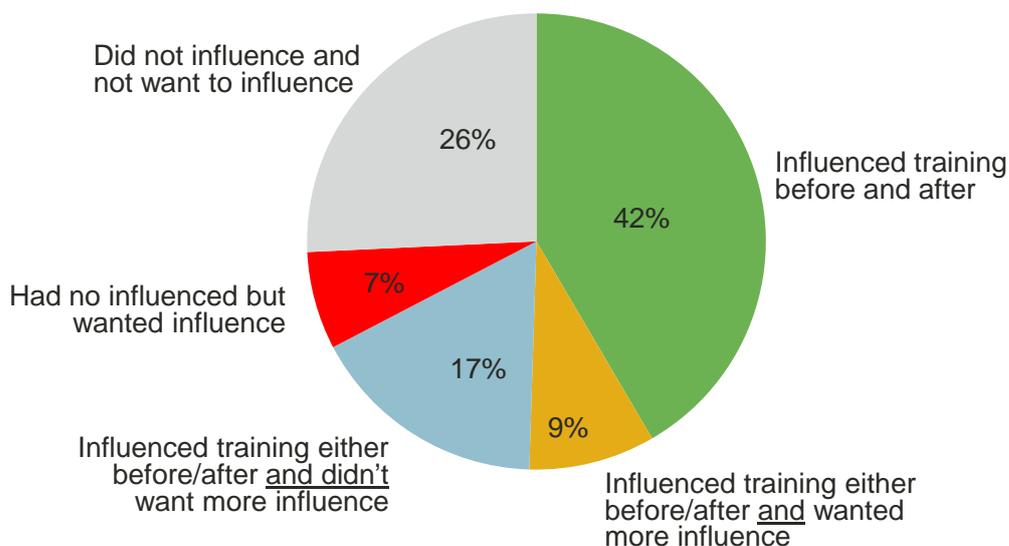
	Base	Before	During	Either before or during	Both before and during	Neither
<b>Frameworks</b>						
Health, Public Services & Care	1,386	49%	57%	66%	40%	34%
Agriculture, Horticulture & Animal Care	266	47%	64%	67%	44%	33%
Engineering & Manufacturing Technologies	520	53%	59%	67%	45%	33%
Construction, Planning & Built Environment	315	37%	47%	54%	30%	46%
Information & Communication Technology	218	51%	53%	65%	39%	35%
Retail & Commercial Enterprise	764	60%	62%	73%	48%	27%
Leisure, Travel & Tourism	267	58%	56%	68%	47%	32%
Business, Administration & Law	1,498	52%	61%	70%	44%	30%
Other	230	49%	63%	71%	41%	29%
<b>Size of organisation</b>						
1-24 employees	1,263	47%	48%	65%	40%	35%
25- 99 employees	798	48%	55%	65%	38%	36%
100+ employees	1,762	56%	63%	74%	46%	26%
<b>Level</b>						
Level 2	2,716	51%	60%	68%	42%	32%
Level 3	1,918	52%	58%	67%	43%	33%
<b>Number of apprentices</b>						
1 apprentice	821	48%	57%	65%	38%	36%
2 apprentices	819	57%	61%	68%	43%	32%
3-10 apprentices	1,542	70%	70%	72%	46%	28%
More than 10 apprentices	826	80%	85%	85%	69%	15%
<b>Total</b>	<b>4,009</b>	<b>50%</b>	<b>58%</b>	<b>67%</b>	<b>41%</b>	<b>33%</b>

All employers who said they had *not* influenced the content and delivery of training either before or during the programme were asked whether this was something that they would have wanted to do. Three in ten (29%) said that yes, they would have wanted to influence the training. This proportion is fairly

consistent across a range of employer characteristics, although employers that are branches of larger organisations were less likely to say that they would have liked to influence the training, indicating that this group is content that the organisation as-a-whole has sufficient influence over content and delivery. Moreover, employers that felt they had had influence over one aspect of the training (i.e. either before or after) were more likely to say that they wanted more influence (37%) than those who had not had influenced over any (only 23% of whom said they would have wanted to influence the content or delivery at any stage).

The questions can be combined to show a typology of employers by their extent of influence over the training (Figure 19). This highlights a subgroup of employers who neither seek nor want any influence over the content of training (representing 26% of all employers), and also shows that only 16% of employers in total felt they wanted more influence over the training their apprentices received. Looking across the different typologies, there was little in the way of trends in terms of what first prompted them to start offering Apprenticeships in the first place – that is, for each of the typologies, around two in five employers had been approached by a training provider. The only exception was for those who had no influence but who had wanted influence – 30% of these employers had been approached by a training provider).

**Figure 19: Employers' influence over the training**



Base: All

### 6.3 Other training leading to Level 2 or 3 qualifications

Employers were also asked whether they had paid for other training leading either to Level 2 or Level 3 qualifications in the past year. Overall, equal proportions of around three in ten employers had paid for Level 2 and Level 3 training, while nearly two-thirds (64%) had not (Table 10).

Table 10: Whether organisation <u>paid</u> for other Level 2/3 qualifications					
	Base	Paid for other Level 2 training	Paid for other Level 3 training	Paid for either Level 2 or 3.	No – did not pay for either/ Don't know
<b>Frameworks</b>					
Health, Public Services & Care	1,386	35%	37%	42%	58%
Agriculture, Horticulture & Animal Care	266	35%	32%	42%	58%
Engineering & Manufacturing Technologies	520	30%	34%	40%	60%
Construction, Planning & Built Environment	315	28%	28%	34%	66%
Information & Communication Technology	218	35%	40%	45%	55%
Retail & Commercial Enterprise	764	25%	22%	29%	71%
Leisure, Travel & Tourism	267	41%	47%	53%	47%
Business, Administration & Law	1,498	31%	33%	38%	62%
Other	230	28%	32%	39%	61%
<b>Organisation size</b>					
1-24 employees	1,263	20%	19%	25%	75%
25-99 employees	798	33%	43%	47%	53%
100+employees	1,762	41%	40%	47%	53%
<b>Number of apprentices</b>					
1 apprentice	821	26%	27%	33%	67%
2 apprentices	819	31%	31%	38%	62%
3-10 apprentices	1,542	34%	35%	41%	59%
More than 10 apprentices	826	53%	53%	59%	41%
<b>Total</b>	<b>4,009</b>	<b>29%</b>	<b>30%</b>	<b>36%</b>	<b>64%</b>

By framework, the main difference was between employers who had provided frameworks in Leisure, Travel & Tourism, where over half of employers had paid for other training (53%), compared to those who provided frameworks in Retail & Commercial Enterprise where fewer than three in ten had (29%). There was also considerable difference between public and private sector employers, with half (50%) of public/not for profit employers paying for additional training compared with 32% in the private sector.

Other characteristics which are associated with the extent to which employers have paid for other training were the size of the organisation (only a quarter of the smallest employers had paid for training) and the number of apprentices (the more apprentices an organisation has had, the more likely they are also to have paid for other training).

Employers who had paid for other training were asked how many staff they had provided this to in the last year. In a number of cases, data is available on both total employment and number of staff receiving additional paid-for training at the site. This enables us to provide mean and median<sup>21</sup> percentage estimates of the number of staff receiving this training (Table 11).

Overall, at sites where additional training had been paid-for at Level 2, a median of 15% of staff had received that training, and where it had been paid for at Level 3, the median was 10%. Comparisons by framework are indicative because of the smaller base sizes. However, the most notable variation is for employers who provided frameworks in Retail & Commercial Enterprise, where 22% of staff received additional training. By size of organisation, the findings suggest that when smaller organisations (1-24 employees) pay for additional training (at either level), a high proportion of staff are typically trained.

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<sup>21</sup> The median represents the central point in the spread of the percentage of employees receiving additional training.

**Table 11: Payment for other training leading to Level 2/3 qualifications**

	Level 2 Base <sup>22</sup>	Mean of workers at site	Median of workers at site	Level 3 Base <sup>23</sup>	Mean of workers at site	Median of workers at site
<b>Frameworks</b>						
Health, Public Services & Care	380	23%	15%	423	19%	11%
Agriculture, Horticulture & Animal Care	71	37%	33%	66	27%	18%
Engineering & Manufacturing Technologies	151	14%	7%	161	14%	6%
Construction, Planning & Built Environment	99	31%	20%	90	22%	13%
Information & Communication Technology	70	21%	11%	65	18%	8%
Retail & Commercial Enterprise	169	38%	22%	154	24%	10%
Leisure, Travel & Tourism	91	22%	13%	81	16%	10%
Business, Administration & Law	405	25%	13%	416	19%	10%
Other	56	24%	20%	58	15%	10%
<b>Organisation size</b>						
1-24 employees	240	36%	25%	241	26%	20%
25-99 employees	242	21%	11%	257	16%	8%
100+employees	532	21%	10%	540	15%	7%
<b>Number of apprentices</b>						
1 apprentice	177	26%	15%	190	19%	11%
2 apprentices	209	28%	17%	208	19%	10%
3-10 apprentices	403	28%	15%	412	21%	10%
More than 10 apprentices	257	22%	10%	268	17%	6%
<b>Total</b>	<b>1,047</b>	<b>27%</b>	<b>15%</b>	<b>1,049</b>	<b>19%</b>	<b>10%</b>

<sup>22</sup> Base: All who paid for extra training at Level 2 and where we have data on site size.

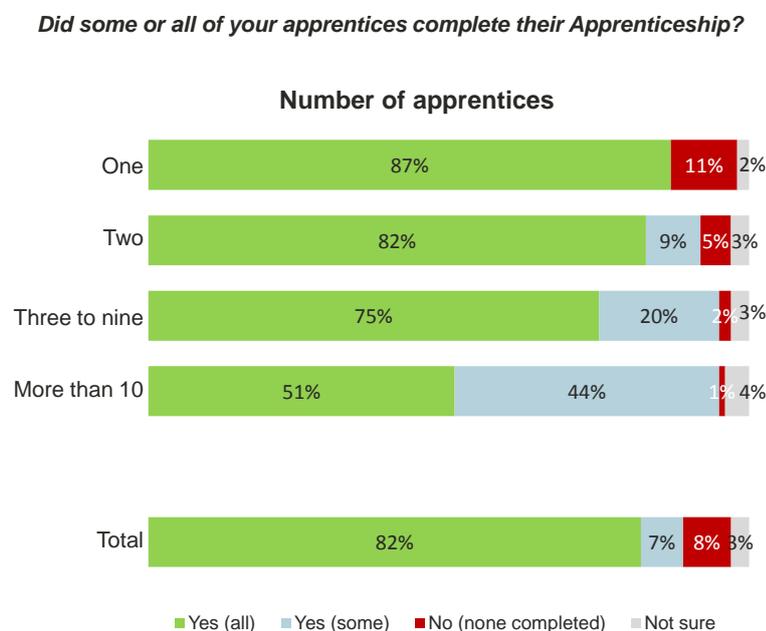
<sup>23</sup> Base: All who paid for extra training at Level 3 and where we have data on site size.

## 6.4 Completion and non-completion

Over eight in ten employers (82%) reported that *all* their apprentices who had finished their Apprenticeships between August 2011 and March 2012 had *completed* their Apprenticeship, and a further seven per cent said that ‘some’ had.

Figure 20 shows how this breaks down by the number of apprentices who finished their training between August 2011 and March 2012. Amongst employers who had only one apprentice who finished their training, nearly nine in ten (87%) reported that their apprentice had completed their Apprenticeship. As we should expect, the proportion who said ‘all’ their apprentices completed decreases the more apprentices an employer has had, while conversely, the proportion who had ‘some’ apprentices increases.

**Figure 20: The profile of apprentices who finished their training between August 2011 and March 2012**



Base: All

Employers who had only some apprentices completing were asked for precise numbers of non-completers and, using this data, we are able to calculate mean and median apprentice completion rates.

The mean completion rate for all employers where we were able to collect data (3,872) was 89%, and across all subgroups the completion rate was above 85% (with the exception of employers providing 'other' frameworks, where it fell to 81%) (Table 12).

By framework, there is evidence that employers providing the more traditional frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment (along with Agriculture, Horticulture & Animal Care) had slightly lower completion rates. This finding may be attributable to the younger age profile of apprentices on these frameworks; we found that the completion rate increased slightly amongst employers providing Apprenticeships to older members of staff, while the completion rate at employers who *only* provided Apprenticeships to 16-18 year olds fell to 85%. It may also be related to the fact that the training on these frameworks is typically longer, so there is greater scope for apprentices to drop-out.

**Table 12: Completion rate for apprentices who finished training between August 2011 and March 2012**

	Mean completion rate	Base <sup>24</sup>
<b>Frameworks</b>		
Health, Public Services & Care	93%	1,340
Agriculture, Horticulture & Animal Care	86%	260
Engineering & Manufacturing Technologies	85%	501
Construction, Planning & Built Environment	87%	303
Information & Communication Technology	93%	208
Retail & Commercial Enterprise	89%	728
Leisure, Travel & Tourism	89%	257
Business, Administration & Law	91%	1,432
Other	81%	225
<b>Organisation size</b>		
1-24 employees	87%	1,241

<sup>24</sup> Respondents who were 'not sure' of the number of apprentices who completed their training are excluded from calculations.

**Table 12: Completion rate for apprentices who finished training between August 2011 and March 2012**

	Mean completion rate	Base <sup>24</sup>
25-99 employees	92%	775
100+employees	93%	1,680
<b>Age of apprentice</b>		
16-18 years old	89%	2,770
18-24 years old	90%	3,181
25 years or older	92%	2,305
<b>Total</b>	<b>89%</b>	<b>3,872</b>

The size of the organisation also had a slight effect on completion rates, with those employing 25 or more achieving higher completion rates. Meanwhile, completion rates fell slightly for organisations who had recruited people specifically as apprentices (86% vs. 92% among employers who had recruited existing staff) and those employers who had been involved with the programme for fewer than 3 years (85%).

Framework level is also related to completion rate. Employers offering Level 2 frameworks reported an 87% completion rate compared to 93% reported by those offering Level 3 frameworks (amongst those who *only* provided Level 2 frameworks the completion rate was 85%). Moreover, employers in the survey with apprentices who did not complete were asked a further question about which level was not completed; 70% said this was at Level 2 and a further 7% said it was both Level 2 and Level 3 (compared to 21% who said it was just at Level 3). This indicates that failure to complete is on-the-whole a greater problem at Level 2.

All employers with experience of apprentices who failed to complete their training were asked to describe the reasons for not completing; these are shown in Table 13 under five net groupings.

The most common reasons for not completing related to the apprentice's personal circumstances; most commonly that they 'left the company' or 'changed jobs'. Problems with the apprentice themselves were mentioned by one in three employers who had apprentices that did not complete; in particular

that the apprentice was 'disinterested' (mentioned by 22%). Employers that had provided frameworks in Construction, Planning & Built Environment were particularly likely to cite a problem with the apprentice (55% compared to an average of 33%).

Other reasons for apprentices not completing were mentioned more rarely. One in ten employers cited problems with the training, and one in twenty (4%) referred to something that had changed within the business (including lack of funding).

<b>Table 13: Reasons for non-completion</b>	
<b>Change in apprentices circumstances</b>	<b>55%</b>
The employee(s) left the company	38%
The employee changed jobs	10%
Personal commitments	6%
Caring responsibilities	4%
Maternity / pregnancy / left to have a baby	2%
Family / home commitments / childcare issues	1%
Moved away / left the area / too far to travel	1%
Holiday / unable to book time off / annual leave	1%
<b>Problems with the apprentice</b>	<b>33%</b>
The apprentice(s) were disinterested	22%
The apprentice(s) found it difficult balancing the training with work	7%
Unsuitable / lack of ability / failed to make standard	4%
Absence / attendance / timekeeping / failed to turn up	2%
Misconduct / bad behaviour / disciplinary issues	2%
Changed their mind / made the wrong choice	1%
Drug / alcohol problems	1%
<b>Problem with training</b>	<b>10%</b>
The training did not meet our needs/expectation	7%
The training was badly organised	5%
<b>Still training / ongoing / not finished</b>	<b>9%</b>
<b>Funding/problem with the business</b>	<b>4%</b>
Insufficient funding / wages	4%
Went into liquidation / administration / out of Business	1%
Other	2%

**Table 13: Reasons for non-completion**

<b>Change in apprentices circumstances</b>	<b>55%</b>
Don't know	4%
Base: Employers who had apprentices that did not complete (889)	

Over half (56%) of employers with experience of apprentices failing to complete said that this had little or no impact on their business - a figure which was fairly consistent across subgroups (for example smaller organisations were not more likely to say that it had had an impact). The following are illustrative quotes from these employers.

*None really. We gave them the opportunity, but they were not doing anything that could not be covered by full-time employees.*

*None really, except the minor irritation of someone not completing.*

*Not a huge amount as we still had some very good apprentices in the business.*

*Not a lot really, we just replaced the staff.*

*Not a massive amount to be honest. Most of the apprentices stayed anyway - only the odd few who didn't like it dropped out.*

For those employers who felt their business had been impacted, the following quotes highlight the most common themes:

### **Inconvenience and/or annoyance**

*It was detrimental as it wasted a full Apprenticeship (they left 10 weeks before Apprenticeship finished).*

*Disheartening because it's like starting all over again.*

*After we put time into these people you like to think it would bear some fruits. In this case it was a waste of time.*

*Lots of hours put into train and provide apprentices along with pastoral support. Lots of hours that have gone to waste.*

### **Extra cost to the business**

*Cost me a lot of money: company's time, additional training - I got people in to train these people.*

*Incredibly disruptive. Entailed huge administrative and management effort to obtain alternative provision and funding. Staff personally deeply affected and their ability to deliver within their role was severely impacted.*

### **Extra workload and stress**

*A big impact as we use them as proper staff members so leaves us short staffed until we can replace them.*

*Had a big impact as other employees had to cover all business areas and this put extra pressure on the business.*

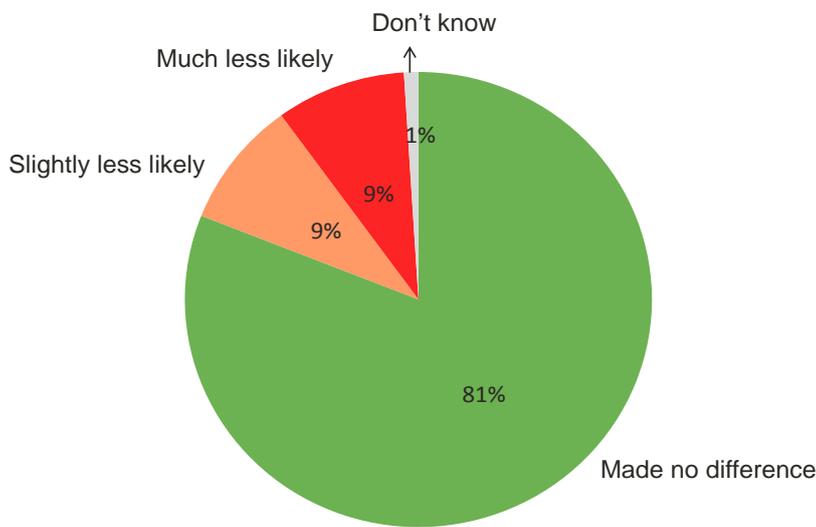
*In the short-term it created chaos and impacted on the general running of the business, but we recruited to fill the gap.*

### **Difficulties re-recruiting**

*I had to re-advertise. The college should have something in place like a normal job where they have to give notice. It's really bad practice.*

*It always has a negative impact. No-one likes to see staff leave. Have to employ more staff, more training, more cost to the business, more cost to the customer.*

Most employers (81%) with experience of an apprentice not completing said it would make no difference to whether they would offer Apprenticeships in future: 9% of this group said the experience would make them 'much less likely' to offer Apprenticeships.

**Figure 21: The impact of non-completing apprentices***Are you less likely to offer Apprenticeships as a result or has it made no difference?*

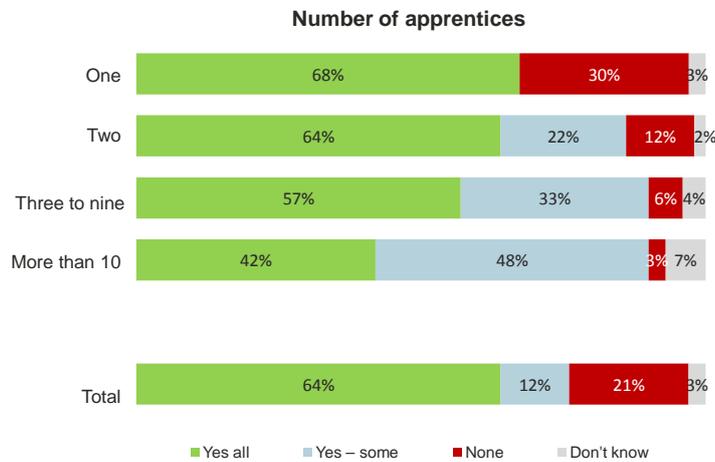
Base: All

## 6.5 Progression from Apprenticeships

Three-quarters (76%) of employers whose apprentices had completed their training said that some or all of the former apprentices were still working for them. Figure 22 shows how this breaks down by the number of apprentices who finished training between August 2011 and March 2012. Amongst employers with only one apprentice who had finished, 68% reported that their apprentice was still working for them. As we should expect, the proportion who said 'all' their apprentices were still working at the organisation decreases the more apprentices an employer had, while conversely the proportion who had 'some' apprentices still working for them increases.

**Figure 22: Retention by number of apprentices who finished training**

*Is /are the apprentices who finished training still working for your organisation?*



Base: All

Employers who had only 'some' apprentices still at the organisation were asked how many apprentices were still with them, and this data is used to calculate mean apprentice retention rates (Table 14).

The mean retention rate across all employers where we were able to collect retention data was 73%. There was fairly limited variation in retention rates by framework, with most having rates of between 66% and 74%. The exceptions were employers who had provided frameworks in Agriculture, Horticulture & Animal Care, where the retention rate fell to 60%, and those providing frameworks in Health, Public Services & Care where retention increased to 82%. There were some differences by workplace size: retention rate was lower for small and micro workplaces compared to larger workplaces (64% for workplaces with 1-9 employees, 77% for 10-24 employees, 82% for 25-99 employees, and 79% for 100+ employees).

**Table 14: Retention rates by framework, level, size of organisation, age and recruitment approach**

	<b>Mean retention rate</b>	<b>Base<sup>25</sup></b>
<b>Frameworks provided</b>		
Health, Public Services & Care	82%	1,333
Agriculture, Horticulture & Animal Care	60%	263
Engineering & Manufacturing Technologies	74%	504
Construction, Planning & Built Environment	66%	305
Information & Communication Technology	72%	204
Retail & Commercial Enterprise	72%	732
Leisure, Travel & Tourism	70%	249
Business, Administration & Law	73%	1432
Other	68%	224
<b>Level</b>		
Level 2	71%	3,064
Level 3	78%	2,639
<b>Organisation size</b>		
1-24 employees	67%	1,252
25-99 employees	79%	775
100+employees	79%	1,657
<b>Age of apprentice</b>		
16-18 years old	71%	2,771
19-24 years old	76%	3,165
25 years or older	79%	2,282
<b>Recruitment approach</b>		
Recruited specifically as apprentices	66%	2,021
Recruited from existing employees	81%	2,236
<b>Total</b>	<b>73%</b>	<b>3,861</b>

The retention rate increased amongst employers providing Apprenticeships to older members of staff; from 71% amongst employers who had provided

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<sup>25</sup> Respondents who were 'not sure' of the number of apprentices who were still with the organisation are excluded from these calculations.

Apprenticeships to 16-18 year olds to 79% of employers who had provided Apprenticeships to the over-25s (which is likely to be related to greater likelihood of older apprentices being employed from existing members of staff). The size of the organisation also had a slight effect on retention rates, with those with 25 or more employees achieving higher rates (79% compared to 67% in smaller organisations). Retention rates also fell for organisations who had recruited people specifically as apprentices (66% compared to 81% who recruited from existing staff).

Framework level is also related to retention rates. Employers offering Level 2 frameworks reported a 71% retention rate compared to 78% amongst those offering Level 3 frameworks (and amongst those who *only* provided Level 2 frameworks, the retention rate was 64%).

The key reasons cited for not retaining apprentices were ‘they had left for another/higher paid job’ (Table 15). Around one in ten employers who had had an apprentice leave said that the apprentice themselves had not worked to a sufficient standard (12%) and/or had not completed their training (11%). Other reasons for not retaining apprentices were relatively uncommon compared to the three main reasons given.

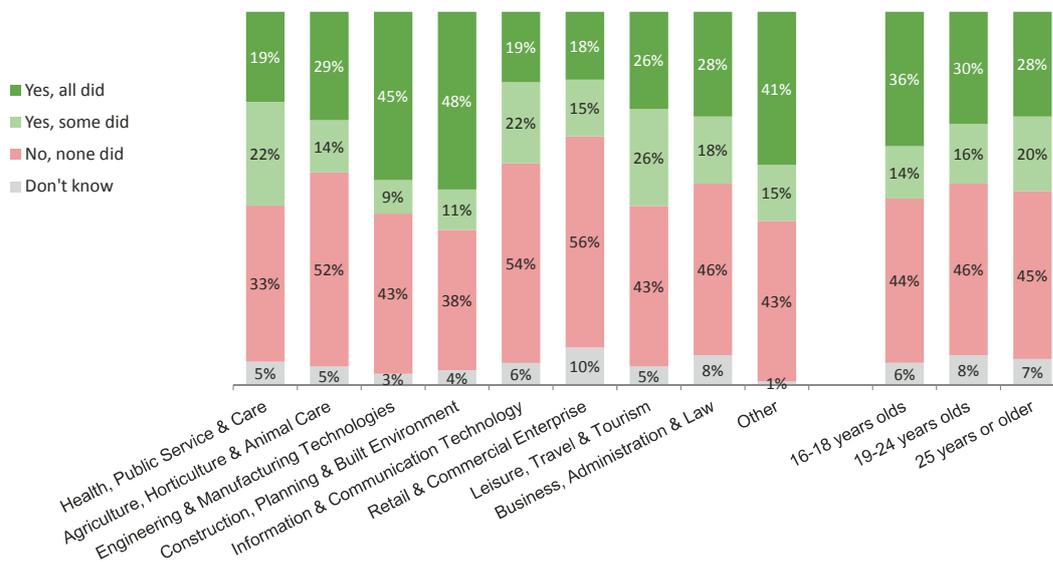
<b>Table 15: Reasons for the apprentice(s) leaving the organisation</b>	
They left for another job/a higher paid job	55%
They were not performing to the standard we demand	12%
They did not complete their training/dropped out	11%
We no longer needed their position	6%
Lack of jobs / employment opportunities	4%
Moved away / left the area / too far to travel	4%
They left to go to University	3%
We could not afford their salary	3%
Maternity leave	3%
Personal circumstances / reasons / issues / problems	2%
Family / home commitments / childcare issues	2%
Ill health / sickness	1%
Training was completed	1%
Left to go to college	1%

Table 15: Reasons for the apprentice(s) leaving the organisation	
Left to go travelling	1%
Left to do more training / complete training elsewhere	1%
Other	2%
Don't know	3%
Base: All with at least some apprentices who are no longer with them (1,530)	

### 6.6 Progression from Level 2 to Level 3

Employers who had apprentices that completed a Level 2 qualification between August 2011 and March 2012 were asked whether their apprentice(s) had subsequently gone on to do a Level 3 qualification with them. In total, 46% of employers in this category had an apprentice who had progressed to Level 3, with the balance towards ‘all’ apprentices doing this (32%) rather than ‘some’ of them (14%) (Figure 23).

**Figure 23: Whether Level 2 completers progressed onto Level 3**



Base: All

As would be expected, employers with at least 10 apprentices who finished a Level 2 were most likely to report that some or all of their apprentices at Level 2 had progressed to Level 3 (70% vs. 46% overall). A key relationship also exists between progression to Level 3 and how long employers had been providing Apprenticeships. Employers with a longer relationship with the programme were much more likely to report progression from Level 2 to 3 (68% vs. 35% of

employers who had been involved for fewer than three years). This suggests that the infrastructure (including staff with experience to co-ordinate and deliver the training) needed for employers to offer progression tends to come as their relationship with the programme matures.

Finally, by framework there are also some significant contrasts. Employers who have provided frameworks in Retail & Commercial Enterprise were the least likely to have had Level 2 completers progressing to Level 3 (34%). This pattern most likely reflects the fact that the Level 3 Apprenticeship is targeted towards supervisory roles in the retail sector and there are a limited number of these jobs available. This is in contrast to employers who had provided frameworks in Health, Public Services & Care and Construction, Planning & Built Environment, where around three in five reported progression from Level 2 to Level 3.

In total, 82% of employers who had Level 2 completers said they offered their apprentices the chance to do an Advanced Apprenticeship, compared with 46% who said they had apprentices who actually progressed to Level 3 (Table 16).

<b>Table 16: Whether the organisation offers apprentices who complete a Level 2 the choice to do an Advanced Apprenticeship</b>				
	<b>Base</b>	<b>Yes</b>	<b>No</b>	<b>Don't know</b>
<b>Frameworks</b>				
Health, Public Services & Care	1,073	90%	5%	5%
Agriculture, Horticulture & Animal Care	166	74%	14%	12%
Engineering & Manufacturing Technologies	323	83%	11%	6%
Construction, Planning & Built Environment	211	85%	12%	4%
Information & Communication Technology	171	79%	15%	6%
Retail & Commercial Enterprise"	630	76%	13%	11%
Leisure, Travel & Tourism	227	81%	11%	8%
Business, Administration & Law	1,240	81%	9%	9%
Other	167	91%	7%	3%
<b>Number of apprentices</b>				
1 apprentice	429	82%	10%	8%

**Table 16: Whether the organisation offers apprentices who complete a Level 2 the choice to do an Advanced Apprenticeship**

	Base	Yes	No	Don't know
2 apprentices	544	79%	11%	10%
3-10 apprentices	1263	82%	9%	9%
More than 10 apprentices	703	85%	9%	6%
<b>Age of apprentices</b>				
16-18 years old	2,103	83%	9%	8%
19-24 years old	2,477	82%	9%	9%
25 years or older	1,835	83%	9%	9%
<b>Years offering Apprenticeships</b>				
Up to 3 years	1,039	77%	14%	9%
3-10 years	1,154	83%	9%	8%
More than 10 years	682	89%	4%	7%
<b>Total</b>	<b>2,939</b>	<b>82%</b>	<b>10%</b>	<b>8%</b>

In terms of *the offer* of progression to Level 3, there was a less pronounced relationship with the number of apprentices an employer had. Similarly, organisation size does not appear to affect whether apprentices have the opportunity to progress onto Level 3.

As with actual progression, the clearest relationship is with the number of years an employer has been involved with the programme: the longer the involvement the greater likelihood that Level 2 completers will have the opportunity to progress to Level 3. A variety of reasons were given by those employers who did not offer progression to Level 3:

### **A lack of funding**

*Don't think we can get funding for them, and there has not been the demand.*

### **Level 3 was not seen as necessary or appropriate for the organisation/role**

*Because it's not a requirement of the role. Unless they got a promotion, we would not offer a Level 3.*

*In security, there probably isn't a Higher Apprenticeship. There is only a Level 2 qualification in security, and Level 3 would equate to being a bodyguard, which is something we don't deliver (and is a very specialised qualification).*

### **Issues related to the training**

*A lot of the content is the same and the amount of guided learning hours impacts on the business and the day-to-day operations. It's a lot of time-off.*

*It's a waste of time! The level and standard of education is poor, there is no value to our business.*

### **Business reasons**

*The downsizing of our company has reduced the opportunities to pursue this just now. We have other priorities to meet clients' needs.*

*Can't afford to take somebody on when I'm fully staffed. We have to pay the training provider for a Level 3. They have to do it externally in a college.*

### **Use of alternative sources of training**

*Because we have an in-house training package so don't feel there is any need to do anymore training.*

### **Lack of demand from the apprentices themselves**

*They are already employed staff and tend not ask to advance to Level 3.*

### **Lack of awareness:**

*I wasn't sure if they were allowed to do one after the other if the government is funding it.*

*It has not crossed my mind. No one has spoken to me about it.*

## **6.7 Progression from Level 3**

Among employers with apprentices who had completed Level 3 training, slightly fewer than six in ten (57%) said that they had offered at least one type of further

qualification, and just over one in four (27%) had apprentices who went on to study a further qualification. The most common further qualifications offered (and provided) were Higher Apprenticeships<sup>26</sup> (34% offered and 11% provided), and 'other forms of higher level training' (31% offered and 11% provided) (Figure 24).

**Figure 24: Progression from an Advanced Apprenticeship: whether offered to completers and whether the offer was taken up/provided**



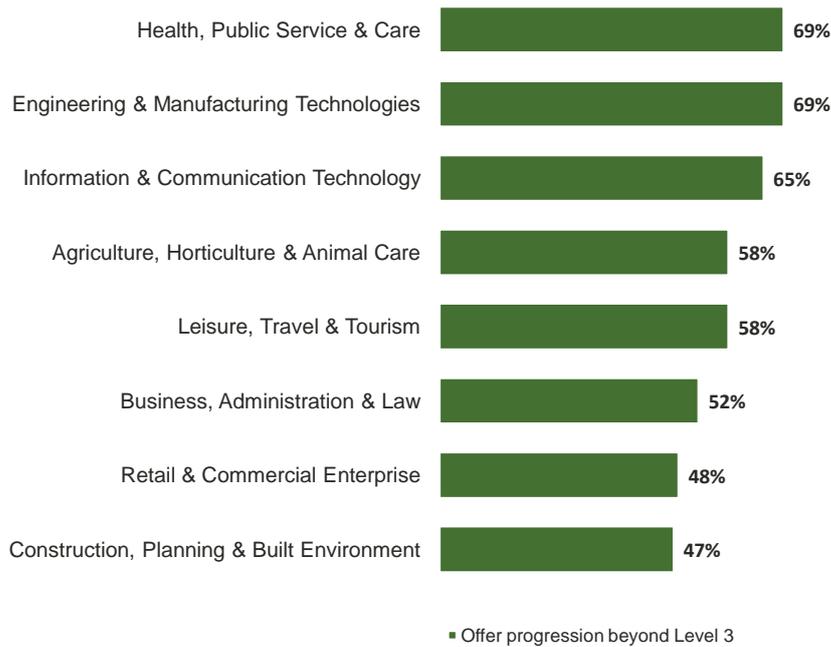
Base: All/All offered

Figure 25 combines the different options for progression beyond Level 3 to show whether or not employers offer *any* type of progression. Overall, over half (57%) of employers with apprentices completing Level 3 said they offered at least one form of further progression. As with progression from Level 2, the strongest relationship was in terms of employers' length of involvement with the Apprenticeship programme: the longer the involvement with the Apprenticeship programme, the more likely employers were to offer progression from Level 3. There is also a slight relationship between the number of apprentices and the likelihood of offering progression from Level 3 (65% of those with more than ten apprentices offered further progression), but as above, there is no clear relationship with employer size.

<sup>26</sup> It is worth noting that Higher Apprenticeships are a relatively recent development, having been introduced to the engineering and IT sectors in 2009. Expansion of Higher Apprenticeships programmes commenced in 2011.

Employers providing frameworks in Engineering & Manufacturing Technologies (69%), Health & Public Services (69%) and Information & Communication Technology (65%) were the most likely to have offered their Level 3 completers options to train for further qualifications.

**Figure 25: Offer of progression beyond Level 3 by framework**



Base: All

## 7. Employer satisfaction

### Key findings

Three in five employers (60%) rated the overall Apprenticeship programme highly (score of 8-10), which included 30% who gave the programme an especially high score of either 9 or 10. However, one in six employers gave the programme a score of 5 or less which increases amongst employers who had provided more traditional frameworks such as Engineering & Manufacturing Technologies and Construction, Planning & Built Environment.

Over a third (35%) of employers said they would recommend Apprenticeships without being asked and a further (47%) would do so if asked. Only two percent of employers said they would recommend *against* Apprenticeships.

Logistic regression was used to determine the key drivers of employers' overall satisfaction with the programme. The dominant factors were found to be satisfaction with the 'quality of training delivered by the provider' (which explained 30% of variation in satisfaction levels) and satisfaction with the support and communication provided (21%). Satisfaction with the extent to which the provider offered training/assessment in a flexible way to suit the employer was also a driver of satisfaction, but not dissatisfaction. Other factors that could lead to dissatisfaction were 'the complexity of any paperwork' and employers who had not used, or were dissatisfied with, NAS support.

The specific aspect of the programme that generated the least satisfaction was the 'quality of applicants for Apprenticeship positions (asked of employers who recruited specifically only, mean score of 6.5 out of 10). The key reasons behind this dissatisfaction were related to perceptions of candidates' attitudes and lack of enthusiasm for Apprenticeship positions.

In this section we examine employers' views on a range of issues relating to the delivery of the Apprenticeship, covering such areas as the quality of applicants, their ability to select an appropriate framework and to influence the design and content of the training, and the quality of the support from, and the training delivered by, the provider. We also explore the extent to which employers have and would recommend Apprenticeships to other employers.

## 7.1 Employers' satisfaction with the Apprenticeship training

All employers in the survey were asked to provide an overall rating of the Apprenticeship programme from 0-10, with 0 described as 'very dissatisfied', 5 as 'neither satisfied nor dissatisfied', and 10 as 'very satisfied'.

Positively, three in five employers (60%) rated the Apprenticeship programme highly (score of 8-10), which included 30% who gave the programme an especially high score of either 9 or 10 (Figure 26). Employers that have provided frameworks in Business, Administration & Law, Leisure, Travel & Tourism and Retail & Commercial Enterprise were most likely to give a high rating of between 8 and 10, while those who have provided more traditional frameworks of Engineering & Manufacturing Technologies, Construction, Planning & Built Environment, as well as Agriculture, Horticulture & Animal Care, and Information & Communication Technology were slightly less positive.

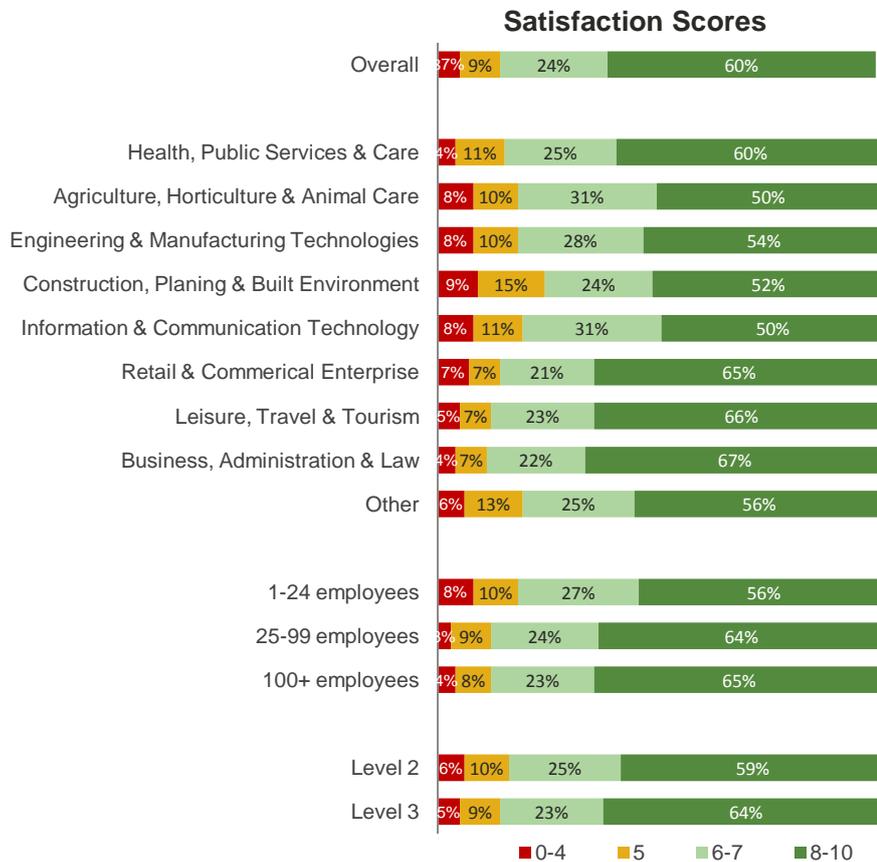
The proportion of employers who gave a 'fairly satisfied' score of between 6-7 ran consistently at about one in four across all framework groups. However, of greater concern should be the proportion who gave a score of 5 or less, which at 15% represents just under one in six of all employers with apprentices who finished between August 2011 and March 2012. This level of dissatisfaction was highest amongst employers who had provided frameworks in Construction, Planning & Built Environment (24% giving a score of 5 or less) although it should also be stressed that still over half (52%) of this group did give high scores of between 8-10.

There is a slight relationship by the level of framework an employer had provided, with those providing Level 3 frameworks rating the programme more highly overall (64% rating at 8-10, compared to 59% of those providing Level 2). The number of apprentices was also a factor, with the highest satisfaction among employers with at least 10 apprentices finishing their training between August 2011 and March 2012 (75% rating at 8-10).

A further group with a significantly higher level of dissatisfaction was those employers whose apprentices did not complete their training: this group gave a mean satisfaction score of 6.1 for the programme, with 36% rating it at 5 or below. This group was also inclined to give lower than average ratings for all

the more detailed aspects of the programme that are discussed later in this section.

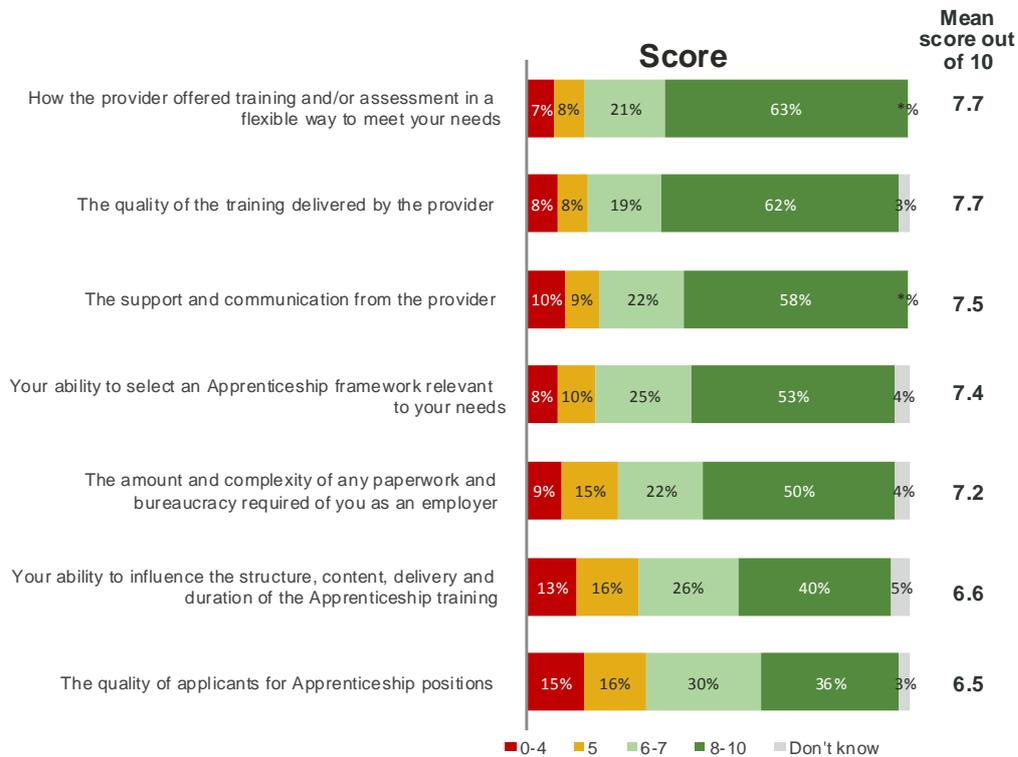
**Figure 26: Overall satisfaction with the Apprenticeship programme**



Base: All

Aside from overall satisfaction with the Apprenticeship programme, employers were asked how satisfied they were with a range of more detailed aspects. As above, each workplace was asked to give a score from 0-10, with 0 described as ‘very dissatisfied’, 5 as ‘neither satisfied nor dissatisfied’ and 10 as ‘very satisfied’. Throughout this section, we convert these as follows: 0-4 dissatisfied; 5 neither satisfied nor dissatisfied; 6-7 ‘fairly satisfied’; 8-10 very satisfied. A mean score has also been derived for each aspect (Figure 27).

**Figure 27: Satisfaction with different aspects of the Apprenticeship programme**



rated by employers who had provided frameworks in Leisure, Travel & Tourism (8.1), Business, Administration & Law (7.9), and Retail & Commercial Enterprise (7.9). The lowest score for this measure was given by employers who had provided frameworks in Construction, Planning & Built Environment, which is in line with the findings from section 6.2 that showed that these employers were also less likely to have felt they had influenced the content or delivery of training. Satisfaction with this measure was also marginally higher for employers with 10+ apprentices: a mean satisfaction score of 8.4.

A further flexibility measure was the **'ability to select an Apprenticeship framework relevant to your needs'** which received a slightly lower overall satisfaction score of 7.4. As above, this was typically rated more highly by larger organisations (7.6 by those with 100+ employees) and those with 10+ apprentices (8.0). Employers who had provided frameworks in Business, Administration & Law were the most satisfied on this measure but there were no frameworks with scores significantly below the average.

On this measure, those employers that were dissatisfied were asked a follow-up question on their reasons for dissatisfaction. The main response, given by half (49%) of those dissatisfied, was that the framework was 'set' so they could have little input, while a quarter (26%) reported that the framework was 'not relevant' to their needs. Amongst the quotes from dissatisfied employers were:

*We were just told that was the course she was going to do. We were not involved, head office was.*

*We weren't able to select when they went for training.*

*I wanted to target it more specifically to match business aims.*

*Training was not relevant to the job.*

*The training was only available for certain age groups.*

*They had modules I could not include even though I wanted to. They pushed us to do the same modules so that everyone would do the same modules. That took away the flexibility.*

*Some providers are more flexible than others. Colleges just offer what they've always provided, rather than matching the real world of business - it's based on college attendance rather than working at the site.*

*The basics of it are there but there are other bits that are more relevant that they have not covered. Overall it's too generic.*

The final flexibility measure was '**ability to influence the structure, content, delivery and duration of the Apprenticeship training**'. This received the second lowest rating of all the measures, with a mean score of 6.6. As with the other measures, satisfaction is higher at the largest organisations (7.0) and among those with 10 or more apprentices (7.5). It was also more highly rated by employers who had provided frameworks in Business, Administration & Law.

There was a strong association between the rating given for this measure and previous questions on whether employers felt they had been able to influence the delivery and content of the training before and during the process. Those employers who agreed that they had been able to influence training - both

before *and* during - went on to rate this aspect highly, with a means score of 7.7 (equivalent to the score for the top rated measure). Similarly those who had been able to influence before *or* during gave a higher than average rating of 7.1. Meanwhile those who did not feel they had had any influence over the training gave an average score of 5.1 for this measure – clearly illustrating that this was an important determinant.

**‘The quality of the training delivered by the provider’**<sup>27</sup> was also highly regarded, with those offering exclusively Level 3 being more favourable than those offering exclusively Level 2 (mean score of 7.8 vs. 7.5). Other groups who rated this measure more highly were the largest organisations (7.8), those with 10+ apprentices (8.3), and employers that had provided frameworks in Leisure, Travel & Tourism (8.0), Business, Administration & Law (7.8), Health, Public Services & Care (7.8) and Retail & Commercial Enterprise (7.8). However, it should also be noted that no frameworks were rated as significantly below average for the quality of training provided.

As with training quality, a rating for **‘the support and communication from the provider’** was only given by those employers that had received training from a provider. While the average rating for this measure was strong, it should also be noted that one in five (19%) gave it a score of 5 or below. Aside from the association with size of organisation and number of apprentices that runs through this set of questions, there are few differences by subgroup. Ratings across frameworks ranged from employers who had provided frameworks in Retail & Commercial Enterprise and Leisure, Travel & Tourism (who rated the support they received highly at 7.8), down to employers who had provided frameworks in Information & Communication Technology (amongst whom the average rating fell to 6.75 and where the proportion who gave a score of 5 or below was 38%).

**“The amount and complexity of any paperwork and bureaucracy required of you as an employer”** was rated less well by employers overall with a mean score of 7.2 and 24% giving a score of 5 or less. Unlike all the other measures,

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<sup>27</sup> This question was only asked of employers who used a training provider to deliver their Apprenticeship training (95% of the sample).

those with higher numbers of apprentices (more than ten) actually rated the measure below average (6.9 mean score) possibly as a result of the extra administration that comes with a greater volume of apprentices. The frameworks where perceptions of paperwork and bureaucracy were lowest were Agriculture, Horticulture & Animal Care (6.4), Information & Communication Technology (6.5) and Construction, Planning & Built Environment (6.7), while the problems appear less severe for employers providing frameworks in Retail & Commercial Enterprise (7.3) and Business, Administration & Law (7.4).

The final measure tested was '**the quality of applicants for Apprenticeship positions**', which was asked only of those who had undertaken specific recruitment for their Apprenticeship positions (53% of the sample). This was the least well regarded measure, receiving an average score of 6.5 overall, and 31% of employers giving it a rating of 5 or less. As with other measures, the smallest organisations were less positive, giving a rating of 6.3, while those with 10+ apprentices gave a higher rating of 7. By framework, there was a high level of consistency - only employers providing frameworks in Business, Administration & Law gave higher than average rating (6.9).

The main reasons given for dissatisfaction with the quality of applicants was 'lack of professionalism/poor attitude', which was mentioned by 43%, while 34% cited 'lack of skills/qualifications/experience' (Table 17). The only other reason mentioned by more than one in ten employers who were asked this question was that 'fewer than expected applicants showed up for interview' (13%).

**Table 17: Reasons for dissatisfaction with the quality of applicants**

Lack of professionalism/poor attitude	43%
Lack of skills/qualifications/experience	34%
Fewer applicants showed up to the interview than expected	13%
Dissatisfaction with training provider	3%
We didn't interview the applicants/they were sent to us	2%
Their age/too young/old	2%
Other	4%
Base: All dissatisfied with quality of applicants (260)	

An illustrative selection of quotations from dissatisfied employers is shown below:

*A lot of applicants apply for Apprenticeships just to ensure JSA (Jobseekers' Allowance) is still given, but have no real direct interest in childcare.*

*Apprentices are not prepared and expectations are often too high from applicants.*

*Applicants did not appreciate what an Apprenticeship means and what was required.*

*I'm happy with quality of internal applicants but not happy with quality of the external applicants. They were generally not interested and were only after a piece of paper as opposed to the experience, or only interested if they were guaranteed career progression.*

*I think the quality of the applications is poor. The young people don't know how to conduct themselves well at interview. Their applications and CVs are poor.*

*There just didn't seem to be that many applicants with the right kind of attitude. They didn't seem like they wanted to work.*

*The Vacancy Matching System is no good. There's not enough detail on Apprentice Vacancy Online to make a judgement on the applicants. Level of literacy of the applicants is also poor some of the time.*

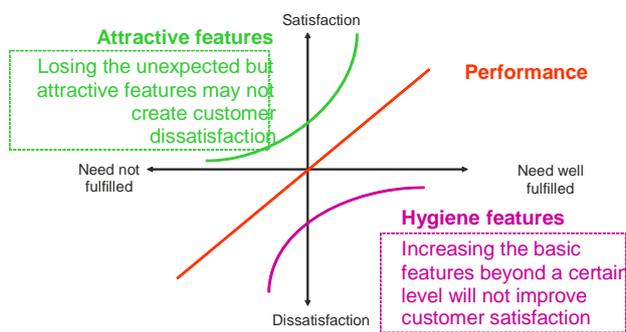
## **7.2 Drivers of overall satisfaction**

To conclude this section we bring the above discussion together to explore the drivers of satisfaction and dissatisfaction with the Apprenticeship Programme.

In order to better understand what factors had the most impact on satisfaction, two logistic regression models were created. Logistic regression is a widely used and well established technique for advanced statistical analysis, which comprehensively searches to identify relationships within the data. It works by examining the relationships between 'dependent variables' (key issues such as customer satisfaction) and 'independent variables' (factors that might influence the dependent variable).

The first model looked at the factors that were associated with respondents being satisfied with the programme, and the second model looked at the factors associated with respondents being dissatisfied with the programme. Although factors discussed elsewhere in this report seem to have an effect on satisfaction, creating logistic regression models allow us to look at which factors continue to have an effect on satisfaction when controlling for other factors. As such, these models determine the underlying factors that account for most of the variance in dissatisfaction or disappointment ratings.

Creating models looking at the drivers of both satisfaction and dissatisfaction allows the drivers to be analysed using the Kano model. The Kano model was developed in the 1980s by Professor Noriaki Kano, as a way of categorising factors or elements of a service that affect customer satisfaction. The Kano model essentially splits the drivers into three distinct groups, summarised in Figure 28.

**Figure 28: The Kano Model**

**Hygiene factors** are those crucial to deliver otherwise employers will be dissatisfied. However delivering them does not increase satisfaction beyond a basic point.

**Performance factors** are those that, when delivered, increase satisfaction, and when not delivered or delivered badly cause dissatisfaction. This is a one-dimensional feature of the model.

**Attractive factors** are ones that employers would not necessarily expect (so not providing them would not lead to dissatisfaction) but when they are done or done well they will increase satisfaction among apprentices.

The statistical approach used is described in the Appendix, whereas in this section we focus on the results. Figure 29 highlights eight factors that were shown to have a degree of independent impact upon satisfaction levels, with the extent of their importance indicated by the size of the circles.

Of critical importance in determining both satisfaction and dissatisfaction were **satisfaction with the quality of the training by provider** and **satisfaction with the support and communication from the provider**, which together 'explain' 51% of the variation in satisfaction and 40% of the variation in dissatisfaction. The other 'performance factor' is the employer's assessment of their ability to influence the structure, content and duration of training.

Only one factor is classified as contributing to '**delight**' (i.e. a driver of satisfaction but not dissatisfaction), which is employers satisfaction with whether the provider **offered training in a flexible way** (contributing 17% to overall satisfaction but only 10% to dissatisfaction).

Meanwhile, the most significant '**hygiene**' factor was **satisfaction with the amount and complexity of paperwork**. However, it should be noted that collectively the hygiene factors made up a relatively minor contribution to the model when compared to the key factors of satisfaction with the quality and

support offered by the provider (the numbers show in the chart below for hygiene factors represent their contribution to the dissatisfaction rather than the satisfaction models).

**Figure 29: Drivers of employer satisfaction with Apprenticeships**

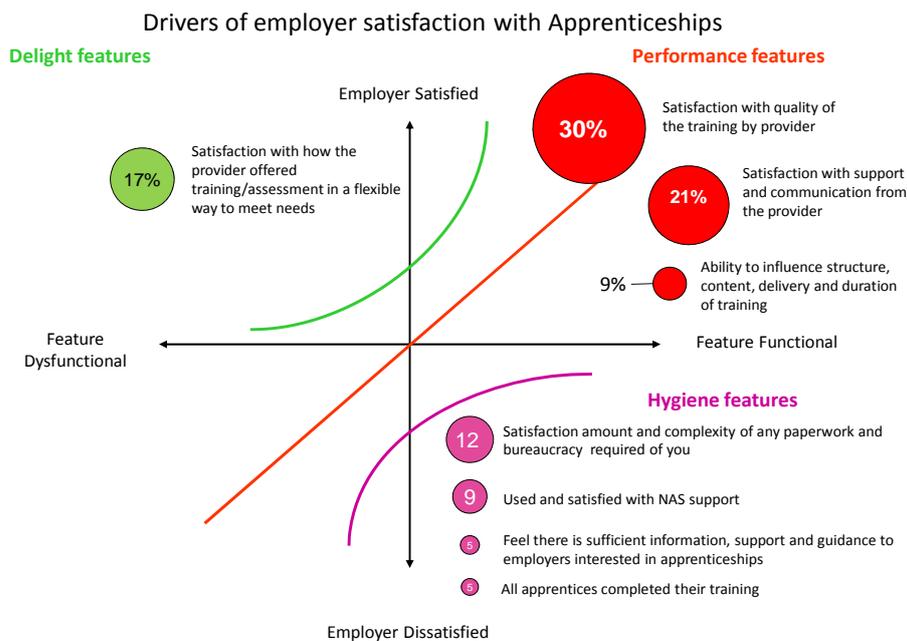


Table 18 presents the “performance” measures for the key drivers of satisfaction. As can be seen, ‘quality of training by the provider’ and ‘support and communication from the training provider’ have the largest impact on employers’ levels of satisfaction and dissatisfaction with the Apprenticeship programme, yet less than two-thirds of employers gave these a rating of 8-10. Furthermore, a number of aspects currently attract positive ratings of 8-10 from half of employers only, indicating scope for improvement. Ability to influence the structure, content, delivery and duration of training clearly stands out as an area requiring greater focus (with just 42% of employers giving this aspect a score of 8-10) given government commitment to ensure the FE sector is demand-led.

**Table 18: Levels of Employer Satisfaction with Key Drivers**

Features of the Apprenticeship Programme which impact most on employer satisfaction	Kano Classification	% of employers currently satisfied with this feature (a rating 8-10 unless indicated*)
Quality of the training by the provider	Performance	64%
Support and communication from the training provider		59%
Ability to influence the structure, content, delivery and duration of training		42%
The complexity of the paperwork and bureaucracy	Hygiene	52%
Support from NAS		54%
Level of support, information and guidance for those interested in Apprenticeships		68%* (of employers state that they think there is enough support and guidance)
All apprentices complete their training		82%* (of employers indicated that all employees completed their Apprenticeships).
The flexibility of training providers when offering training and assessments	Delight	64%

### 7.3 Employers' propensity for recommending Apprenticeships

As an overall measure of the extent to which employers can and do act as advocates, employers were asked whether they would recommend Apprenticeships to other employers.

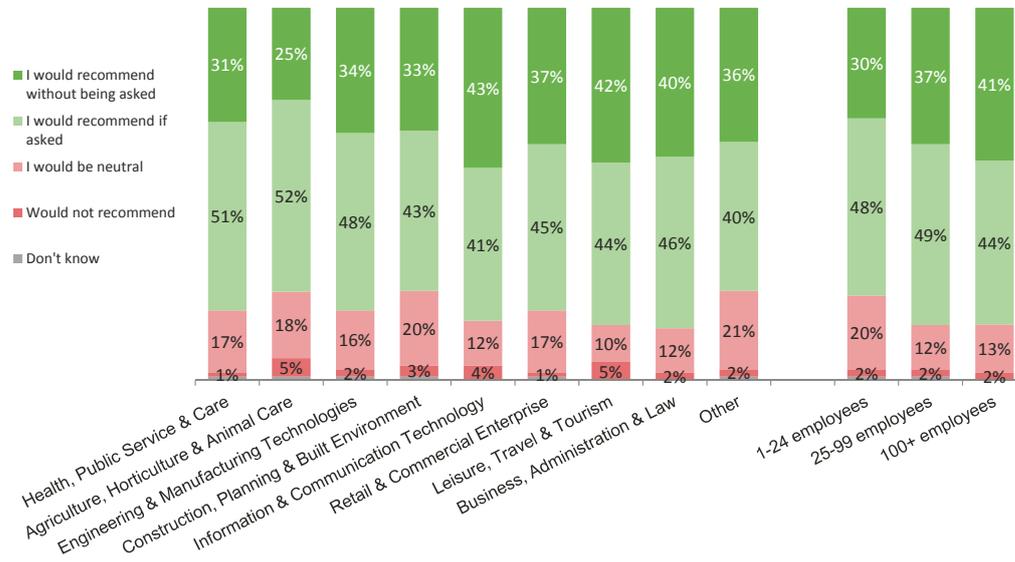
Over a third (35%) said they would recommend Apprenticeships *without being asked* and a further 47% said they would do so if asked, giving a high overall

'recommendation score' of 82%. Only two per cent of employers said they would recommend *against* Apprenticeships and 6% would be neutral.

Figure 30 provides more detailed analysis by key characteristics. Employers who had provided frameworks in Business, Administration & Law and Leisure, Travel & Tourism were the most positive, with 86% saying they would recommend Apprenticeships (there was also a high proportion of employers who had provided frameworks in Information & Communication Technology and Construction & the Built Environment who said that they would recommend Apprenticeships without being asked). The findings were slightly less positive amongst employers who had provided frameworks in Construction, Planning & Built Environment and Agriculture, Horticulture & Animal Care, where over one in five said they would be neutral or would not recommend the programme. Moreover, employers in the public and not-for-profit sectors were slightly more likely to say that they would recommend Apprenticeships compared to those in the profit seeking sector (86% vs. 80%), which is attributable to lower than average scores given by employers in the construction (73%) and wholesale/retail sectors (74%).

Willingness to recommend Apprenticeships also increased with the size of the organisation. Amongst the smallest organisations (with up to 24 employees), a quarter (23%) said they would be neutral or not recommend Apprenticeships. This finding is also apparent when looking at the number of apprentices at the workplace, with those with 10 or more being significantly more likely to recommend the programme.

**Figure 30: Propensity to recommend Apprenticeships by framework and employer size**



Base: All

## 8 Current apprentices and future plans

### Key findings

Three in five employers (62%) had current apprentices at the time of the survey, increasing to 85% among employers who had more than ten apprentices finishing their training between August 2011 and March 2012. Amongst those *without* current apprentices, the majority said that they planned to continue their involvement with the programme (62%). This indicated that, in most cases, the lack of current apprentices was a temporary gap rather than a decision to discontinue altogether.

The majority of employers (80%) are committed to the Apprenticeship programme and plan to continue to offer Apprenticeships. One in six (13%) were currently undecided or were reviewing their involvement and only six per cent were not planning to offer further Apprenticeships.

Length of involvement with the programme and size of organisation were important determinants of likelihood of future involvement (with larger organisations more committed). By framework, those employers providing more traditional Apprenticeships such as Construction, Planning and Built Environment and Engineering & Manufacturing Technologies were slightly less committed to the programme in future.

Notwithstanding this, the balance amongst employers in all main subgroups was for the number of apprentices to increase in the future rather than decrease. In total, 22% expected the number of Apprenticeship places they offer to increase compared to 11% percent who expected it to decrease (or would not offer at all).

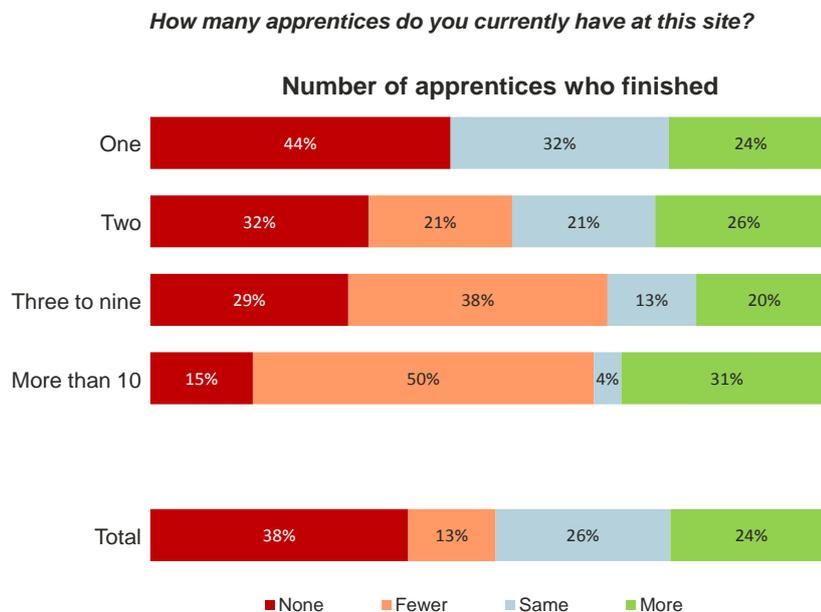
While the majority of the questionnaire focussed on details about apprentices who had finished their training, questions were also asked about current

apprentices to provide an indication of how the provision of Apprenticeships might change in the near future. This is discussed in this section.

## 8.1 Current apprentices

At the time of the survey, 62% of employers in the sample currently had apprentices on-site. This included 24% of employers who had more apprentices at the time of the interview than they had apprentices who finished their training between August 2011 and March 2012. Figure 31 shows whether employers currently had fewer, the same or more apprentices than they had finishing between August 2011 and March 2012.

**Figure 31: Number of *current* apprentices by number of apprentices who finished their training between August 2011 and March 2012**



Base: All

Amongst those with only one apprentice who finished between August 2011 and March 2012, 44% did not currently have any apprentices. However, one in three employers (32%) continued to have one apprentice and one in four (24%) had increased the number of apprentices they employed.

Unsurprisingly, the proportion of employers without any current apprentices fell if they had more apprentices previously. Nonetheless, even amongst those who had more than ten apprentices previously, 15% said they had no current apprentices and half (50%) said that they had fewer than before. Across the

whole sample, employers had an estimated 5,000 fewer apprentices now than they did during the sampling period (this equates to around one fewer apprentice per employer).

However, this need not be taken as evidence of employers becoming less willing to provide Apprenticeships. In the following section we show that in terms of future likelihood, the net balance is towards an increasing number of Apprenticeship places being offered. Indeed it should be noted that 62% of employers without any current apprentices said that they planned to continue offering Apprenticeships in future (and a further 25% said that they were reviewing it). What these findings appear to show is that even active employers of Apprenticeships do not have apprentices all the time. Instead there are gaps or intervening periods between waves of apprentices.

The Apprenticeship levels that employers were currently providing were broadly in-line with the distribution found amongst apprentices who had finished their training during August 2011 and March 2012 (Table 19). The comparison is not precise as the data on previous frameworks was derived from administrative records while the profile of current frameworks comes from the survey (where there is greater scope for reporting error). Notwithstanding this reservation, there is evidence of a small shift from Level 2 (falling by four percentage points) towards Level 3 qualifications (rising by 3 points).

**Table 19: Levels of Apprenticeship provided previously and currently**

	<b>Employers with apprentices finishing between August 2011 – March 2012</b>	<b>Employers with current apprentices</b>
Base	4,009	2,829
Level 2	68%	64%
Level 3	48%	51%
Level 4	-	5%
Don't know	-	6%

Employers with current apprentices were asked which **age groups** their current apprentices belonged to when they started their Apprenticeships (with the option of selecting more than one age group at sites where there were more

than one current apprentice). The results are shown in the second column of Table 20 (compared to the profile of age groups to which employers have ever offered Apprenticeships). The table shows that current apprentices were more likely to be aged 16-18, with lower proportions offering Apprenticeships to 19-24 year olds and the 25 plus age group. The findings suggest that, at any one time, the majority of apprentices are aged between 16-18 years (but that more employers have experience of providing Apprenticeships to other age groups).

**Table 20: Age of current and former apprentices<sup>28</sup>**

	<b>Which of the following age groups have you offered Apprenticeships?</b>	<b>How old were your current apprentices when they started?</b>
Base	4,009	2,829
16-18 years old	71%	61%
19-24 years old	73%	48%
25 years or older	45%	26%
Don't know	1%	1%

Employers with current apprentices were asked whether training providers had **offered any of their apprentices the opportunity to study towards GCSE level of higher in maths or English**. Around one in five (22%) were unable to say whether their apprentices were given this offer. However, amongst those that could, slightly more (42%) said their apprentices had that opportunity than those who said they hadn't (36%). However, it is important to note that some apprentices will already have GCSE maths and English and, therefore, will not need to be offered the opportunity.

Differences by subgroup on this question were not stark (Table 21). Employers who had provided frameworks in Construction, Planning & Built Environment were less likely to say that training providers had offered their current apprentices the opportunity to study maths or English (29%) especially when compared to those who had provided frameworks in Health, Public Services & Care (50%) or Retail & Commercial Enterprise (48%). There was also a

<sup>28</sup> It is important to note the differences in question wording used for previous and current apprentices, which partly account for the differences in results.

relationship with the current framework level; those whose current apprentices were studying for Level 2 were slightly more likely to have been given the opportunity. This was also true of larger organisations (more than 25 employees) and those who previously had more apprentices.

**Table 21: Whether current apprentices had been given the opportunity to study towards GCSE level of higher in maths or English**

	Base <sup>29</sup>	Yes	No	Don't know
<b>Frameworks</b>				
Health, Public Services & Care	1,057	50%	33%	17%
Agriculture, Horticulture & Animal Care	179	33%	53%	13%
Engineering & Manufacturing Technologies	400	38%	39%	24%
Construction, Planning & Built Environment	217	29%	51%	21%
Information & Communication Technology	161	31%	30%	39%
Retail & Commercial Enterprise	527	48%	33%	19%
Leisure, Travel & Tourism	176	41%	35%	24%
Business, Administration & Law	1,085	37%	37%	27%
Other	166	51%	35%	15%
<b>Level currently providing</b>				
Level 2	2,056	47%	31%	22%
Level 3	1,666	43%	39%	18%
Level 4	198	37%	46%	17%
<b>Current number of apprentices</b>				
1 apprentice	639	40%	37%	24%
2 apprentices	542	39%	39%	22%
3-10 apprentices	1,099	46%	34%	20%
More than 10 apprentices	549	49%	34%	17%
<b>Size of organisation</b>				
1-24 employees	804	40%	40%	20%
25-99 employees	585	45%	29%	26%
100+employees	1,317	43%	36%	20%
<b>Total</b>	<b>2,829</b>	<b>42%</b>	<b>36%</b>	<b>22%</b>

<sup>29</sup> Employers with current apprentices

## 8.2 Paying fees for Apprenticeships

Just over a fifth (22%) of employers with current apprentices said that they had paid fees to a training provider for the cost of Apprenticeship training (Table 22).

By framework, the proportion of employers paying fees for the cost of training current apprentices divides into two groups. The first group consists of employers who had provided the more 'traditional' frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment (alongside Agriculture, Horticulture & Animal Care and Information & Communication Technology) where around one in three employers have paid fees to training providers. In the other group were employers who had provided frameworks in Health, Public Services & Care, Retail & Commercial Enterprise, Leisure, Travel & Tourism, and Business, Administration & Law, where the proportion of employers who had paid fees was around one in five or less.

The more apprentices an employer currently had, the more likely they were to have paid fees (31% of those with more than 10 apprentices had paid fees), as were employers who were part of larger organisations (25% of those with 25 or more employees). Length of involvement with Apprenticeship programme also increased the likelihood of paying fees for current apprentices.

**Table 22: Whether fees paid for current apprentices**

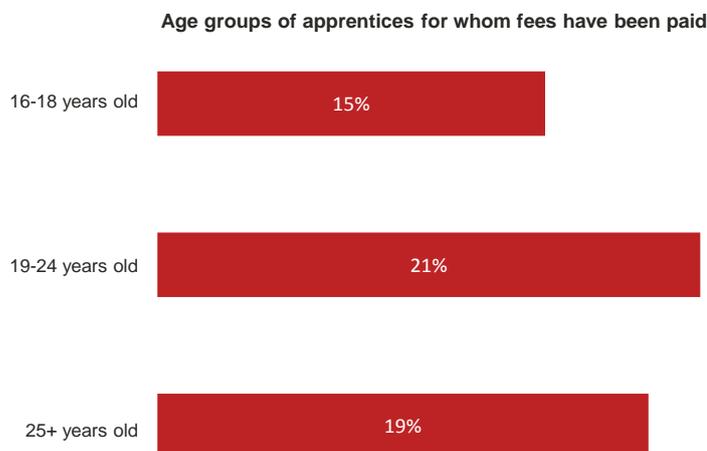
	Base <sup>30</sup>	Yes	No
<b>Frameworks</b>			
Health, Public Services & Care	1,057	15%	85%
Agriculture, Horticulture & Animal Care	179	33%	67%
Engineering & Manufacturing Technologies	400	36%	64%
Construction, Planning & Built Environment	217	37%	63%
Information & Communication Technology	161	33%	67%
Retail & Commercial Enterprise	527	17%	83%
Leisure, Travel & Tourism	176	14%	86%
Business, Administration & Law	1,085	22%	78%
Other	166	20%	80%
<b>Level currently providing</b>			
Level 2	2,056	20%	80%
Level 3	1,666	23%	77%
Level 4	198	35%	65%
<b>Current number of apprentices</b>			
1 apprentice	639	19%	81%
2 apprentices	542	23%	77%
3-10 apprentices	1,099	23%	77%
More than 10 apprentices	549	31%	69%
<b>Size of organisation</b>			
1-24 employees	804	19%	81%
25-99 employees	585	25%	75%
100+employees	1,317	25%	75%
<b>Number of years offering Apprenticeships</b>			
Up to 3 years	843	18%	82%
3=10 years	1,136	20%	80%
More than 10 years	805	30%	70%
<b>Total employers with apprentices</b>	<b>2,829</b>	<b>22%</b>	<b>78%</b>

<sup>30</sup> Employers with current apprentices.

Analysis was conducted to determine which age group of current apprentices employers were paying fees for. As Figure 32 shows, employers were slightly more likely to be paying fees for apprentices over the age of 19, although the difference is relatively small, and 15% of employers with apprentices aged 16-18 had paid fees for the cost of training (even though Apprenticeships for 16-18 year olds are technically fully-funded)

### Figure 32: Payment of fees for current apprentices by age group

*Have you paid fees to a training provider for the cost of the Apprenticeship training?*



Base: All

## 8.3 Future plans

This section examines the future intentions of employers regarding Apprenticeships. In particular:

- the extent to which employers plan to continue to offer Apprenticeships; and
- the reasons why some employers do not plan to continue.

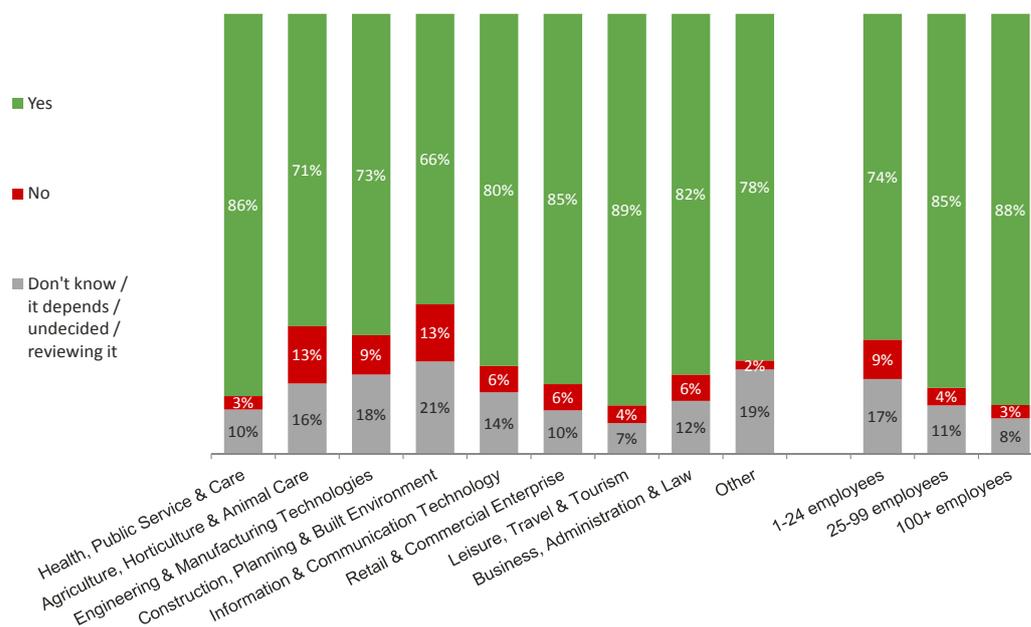
### Whether employers plan to continue with Apprenticeships

The majority of employers (80%) are committed to the Apprenticeship programme and plan to continue to offer Apprenticeships. One in six (13%) were currently undecided or were reviewing their involvement, and six per cent

were not planning to offer further Apprenticeships. Employers' future intention does not vary by whether they are aware that they were delivering an Apprenticeship or not.

The likelihood of wanting to continue to offer Apprenticeships varies widely by the length of involvement with Apprenticeships and size of organisation. As shown in Figure 33, small organisations (with fewer than 25 staff) and those new to the programme were less likely to continue to offer Apprenticeships.

**Figure 33: Employers who plan to continue offering Apprenticeships**



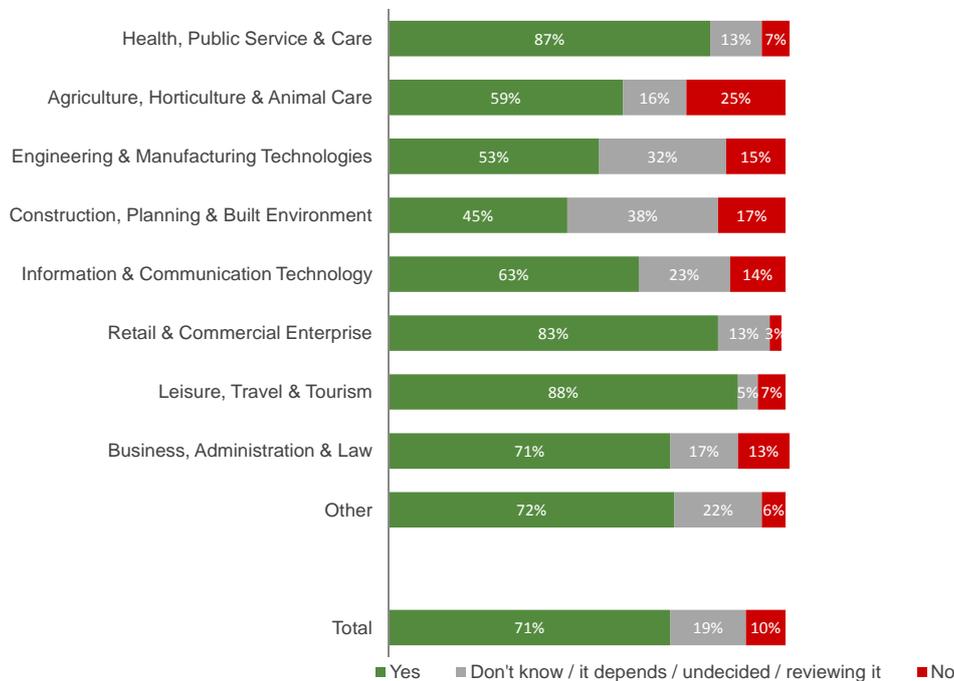
Base: All

Employers providing the more traditional frameworks of Engineering & Manufacturing Technologies and Construction, Planning & Built Environment, alongside Agriculture, Horticulture & Animal Care were less likely to say they planned to offer Apprenticeships in future. Amongst these employers, length of involvement with Apprenticeships and size of organisation were similarly important; 51% of small firms who had been involved with Apprenticeships for fewer than three years said that they planned to continue compared with 96% of the largest employers who had been involved for more than ten years.

Although the base sizes are small, we are able to look separately at small employers who are new to Apprenticeships and can see clear differences by framework (Figure 34): small and new employers who provided Health, Public

Services & Care, Retail & Commercial Enterprise and Leisure, Travel & Tourism were slightly more likely than average to say that they planned to continue offering Apprenticeships. In contrast, around half of employers who had provided frameworks in Engineering & Manufacturing Technologies (53%) and Construction, Planning & Built Environment (45%) planned to continue offering Apprenticeships. This differential in enthusiasm is something NAS will need to respond to, to ensure the continuing participation of employers who are new to Apprenticeships.

**Figure 34: Whether small organisations (1-24 employees) who have been involved with Apprenticeships for fewer than 3 years plan to continue with Apprenticeships**



Base: All

### Reasons why some employers do not plan to continue

The small number of employers who said that they did not plan to offer Apprenticeships in future were asked to state their reasons. Table 23 shows that chief amongst these was a negative experience with the programme (mentioned by 32%), though it should be remembered that this represents only 2% of the whole sample. A number of the reasons given were related to their business rather than the Apprenticeship scheme, for example, 'all our staff are fully skilled' (19%), 'no positions to fill' (9%) and 'business closing down' (5%). Cost was raised as a barrier by around one in four employers not planning to

continue with the programme, with 18% highlighting the cost of training and 6% the cost of apprentices' salaries.

Table 23: Reasons for not continuing with the Apprenticeships Programme	
Bad experience / Apprenticeship training has not gone well	32%
All our staff fully skilled	19%
Cost of training is a barrier	18%
Content of training does not meet our needs	9%
Fully staffed / not recruiting / no positions to fill	9%
Cost of paying apprentice a salary is a barrier	6%
Business is closing down / downsizing / has been taken over	5%
Apprentices tend to leave soon after their training	5%
No plans at present	4%
Prefer to recruit experienced staff	3%
Retirement	3%
Family run / small business	2%
Lack of time	2%
Prefer other forms of training	1%
No benefit to the business	1%
Other	4%
Don't know / it depends	3%
Base: All who do not plan to continue offering Apprenticeships (185)	

An illustrative list of comments received in response to this question is shown below:

*Cost to other employees of their time is greater than the benefit to the organisation. Lack of real training. Not much learning, more just providing evidence of what they do already.*

*Easier to up-skill staff we already have.*

*It's due to current market conditions.*

*Promised funding was not forthcoming.*

*The system is not set up correctly; there's no on-going support from the colleges. Also, the quality of school leavers; they can't do basic maths and have no practical common sense.*

*The training provider's performance is the sole factor in this decision.*

*Too much work/paperwork. We'll take a break and start again later on.*

*We would only take further staff on who are qualified already.*

*The candidates we had didn't have enthusiasm to work in travel, and the provider was not giving enough training.*

Employers who said they would continue to offer Apprenticeships and those who were not certain were asked whether they expected the number of Apprenticeships places they offered at the workplace to increase, stay the same or decrease over the next three years. Table 24 shows these results, combined with those who will not be offering Apprenticeships to show the overall picture.

Overall, two-thirds (64%) of employers say they expect the number of Apprenticeship places they offer to stay at about the same level. However, where changes are expected, the balance is towards Apprenticeships places increasing; twice as many employers say they will be increasing the number of Apprenticeship places they offered as those who say they will be reducing or not offering them at all. This positive balance is maintained across all subgroups with the exception of employers who had provided frameworks in Agriculture, Horticulture & Animal Care. Overall, a number of frameworks show a high positive balance including Health, Public Services & Care (+15%), Leisure, Travel & Tourism (+18%) and Business, Administration & Law (+13%).

Larger employers and those with 10 or more apprentices who finished their training between August 2011 and March 2012 were especially likely to say that they will be increasing the number of Apprenticeship places they offer. This trend is especially positive as these employers contribute a high percentage of overall apprentice in-take. Nonetheless, even amongst the smallest employers and those who have been involved with the programme for the least length of

time, there were more employers saying they planned to increase the number of apprentice places than reduce or stop offering them altogether.

<b>Table 24: Number of Apprenticeship places expect to offer in next 2-3 years</b>							
	Base	Increase	Stay at same level	Decrease	Will not offer in future	Don't know	Net
<b>Frameworks</b>							
Health, Public Services & Care	866	23	67	5	3	3	+15
Agriculture, Horticulture & Animal Care	112	16	61	7	13	3	-4
Engineering & Manufacturing Technologies	446	19	65	5	9	1	+5
Construction, Planning & Built Environment	396	20	61	3	13	3	+4
Information & Communication Technology	113	24	60	5	6	4	+12
Retail & Commercial Enterprise	834	22	63	6	6	2	+10
Leisure, Travel & Tourism	129	27	63	5	4	1	+18
Business, Administration & Law	1,270	25	59	5	6	4	+13
Other	273	18	68	8	2	3	+8
<b>Organisation size</b>							
1-24 employees	1,516	18	66	4	9	3	+4
25-99 employees	598	18	68	6	4	4	+8
100+employees	1,043	30	58	6	3	3	+22
<b>Number of apprentices</b>							
1 apprentice	2,365	21	64	4	8	3	+9
2 apprentices	734	21	67	5	5	2	+12
3-10 apprentices	753	23	62	9	4	3	+10
More than 10 apprentices	156	41	46	8	3	3	+31
<b>Level</b>							
Level 2	2,716	24	61	5	7	3	+12
Level 3	1,918	21	66	5	5	3	+10
<b>Number of years offering Apprenticeships</b>							
Up to 3 years	1,369	22	59	4	9	6	+9

**Table 24: Number of Apprenticeship places expect to offer in next 2-3 years**

	Base	Increase	Stay at same level	Decrease	Will not offer in future	Don't know	Net
3-10 years	1,561	20	66	7	5	1	+8
More than 10 years	987	24	67	3	4	2	+17
<b>Total</b>	<b>4,009</b>	<b>22</b>	<b>64</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>+10</b>

## 9 Conclusions

This evaluation has found high levels of satisfaction with the Apprenticeship programme among both employers and apprentices. Moreover, employers and apprentices reported a range of economics and skills-related benefits as the result of being part of the programme, demonstrating that the programme is delivering the qualifications and skills which employers and learners need. For example, seven in ten employers reported that the Apprenticeship had helped their business improve its product or service quality as well as productivity. Likewise, the majority of apprentices reported improved skills and knowledge and enhanced career prospects. Importantly these benefits were reported equally by recent and long-term completers demonstrating the enduring value of the return on investment.

However, findings also reveal a number of aspects of the programme that are not working as well as intended, with implications for implementation of the recommendations of the Richard Review.

1. The first is a lack of awareness among a significant minority of employers and apprentices that they are undertaking an Apprenticeship. This was most apparent amongst employers who had recruited from existing staff and apprentices recruited in this way. Linked to this, employers and apprentices in the newer frameworks (Retail & Commercial Enterprise; Health, Public Service & Care; Leisure, Travel & Tourism; and Business, Administration & Law) were most likely to be unaware that they were doing an Apprenticeship. It was also the case that apprentices undertaking these frameworks were mainly interested in the qualification they would get and not that the qualification was an Apprenticeship. Since the vast majority of employers were using providers to deliver the Apprenticeships training, these findings raise questions about how providers are presenting the Apprenticeship programme to employers and apprentices. Further follow-up is required with providers, employers and apprentices.

2. The second issue relates to the extent of employer influence over training. The evaluation identified two key groups of employers for whom the programme is not working as intended in this respect: (i) a group of employers who feel they are not having as much influence as they wanted over the training their employees received and (ii) a group of employers who neither seek nor want any influence. Employers who were unaware that they were delivering an Apprenticeship featured more prominently in both groups, reinforcing the importance of addressing the awareness deficiency that currently exists.

As would be expected, small employers feel less able to exert influence because, compared to larger employers, they employ fewer apprentices and have less established training infrastructures. However, small employers also account for the vast number of businesses in the English economy and, therefore, their engagement in, and ability to shape, the training their employees receive is crucial to meeting government commitment for a demand-led skills system. More follow-up work with employers and training providers is required to understand the barriers/inertia and how they may be overcome.

3. The third issue relates to employers' motivations for delivering Apprenticeships and whether there should be tighter guidelines on eligibility for Apprenticeship funding. Specifically the high levels of recruitment from existing staff among employers offering the newer frameworks (Retail & Commercial Enterprise; Health, Public Service & Care; Leisure, Travel & Tourism; and Business, Administration & Law) warrants further investigation, particularly as these employers are also more likely to view the Apprenticeship training as a way to improving staff morale and retention.
4. The fourth issue relates to the extent to which the different frameworks are delivering value for money (which is also closely inter-related to how employers are using the Programme). The apprentice findings shows very different apprentice experiences depending on the framework

undertaken. In the case of the newer frameworks highlighted above, the amount of time spent training was shorter compared to other frameworks, as was the average length of time taken to complete training. A wide number other benefits such as perceived impact, pay rises and promotions were reported by a smaller proportion of apprentices on newer frameworks. As the recent strong growth in apprentice numbers has taken place in these frameworks, it is important to ensure the quality of training and its ability to make a genuine difference to the life of the apprentice is not compromised by expansion.

5. The issue relating to Apprenticeship training also needs to be considered within the context of the change in compulsory education age which will be implemented in full by 2015. Apprenticeships will be an important route for 17 and 18 year olds and the training methods adopted will need to reflect the lack of work experience among this group. The survey findings revealed that a fifth of apprentices said they were not getting any off-the-job training. For 16 to 18 year olds, the figure was lower, but 13% still said they received no formalised training away from the job and this was especially the case in newer frameworks. Further work is required to ensure all young people choosing the Apprenticeship route receive good quality training.
6. The final issue relates to progression – specifically to better understand why so many apprentices do not take up the progression opportunities (to Level 3 and higher) that employers say they offer.

Focusing on these issues will help deliver even greater returns on a programme that is already meeting the needs of the large majority of employers and apprentices.

# Appendices

## A1 Survey methodology

The Apprenticeship Evaluation Employer Survey 2012 comprised 4,009 interviews with employers who had “*employees who had finished (though not necessarily completed) Apprenticeship training between 1<sup>st</sup> August 2011 and 31<sup>st</sup> March 2012*”. The interviews were conducted by telephone using Computer Assisted Telephone Interviewing (CATI). Fieldwork took place from 8<sup>th</sup> December 2012 and 12<sup>th</sup> February 2013. The survey response rate was 40% and the co-operation rate was 47%.

### Sample design

The sample frame of in-scope employers was derived from the Individual Learner Record (ILR), which contained a flag to identify the employer for each apprentice. This enabled a sample frame of employers offering Apprenticeships during the reference period to be identified.

The list of in-scope employers was then matched to the Blue Sheep database to append employers’ telephone numbers, addresses, employee sizes and industry sector information. The additional information about each employer’s apprentices<sup>31</sup> was also appended to the sample to inform the sample design and analysis.

The survey adopted random probability sampling. The sample was stratified by “number of apprentices who finished training during the reference period” prior to selection. All employers with more than 10 apprentices were included since this group was relatively rare. A representative sample by framework was drawn within each strata.

### Response rate

The adjusted response rate was 40%. The co-operation rate was 47%. Detailed breakdown is presented in Table A1.

### Weighting

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<sup>31</sup> Such as the total number of apprentices, framework(s) delivered and the Level of the Apprenticeship qualification(s).

The following weights were applied to correct for the unequal selection probabilities resulting from the disproportionate stratification in the sample.

1. Interlocking Apprenticeship framework x Level (see Table A2)
2. Number of Apprentices (see Table A3)

<b>Table A1: Response rate</b>			
<b>Final sample status</b>	<b>Total sample used (N)</b>	<b>Total sample used (%)</b>	<b>Valid sample (%)</b>
<b>Valid sample</b>			
Achieved interviews	4,009	27	40
Respondent quit interview	773	5	8
Refusal	3,700	25	37
Soft appointment	922	6	9
Communications/language difficulties	68	0	1
Maximum number of tries	157	1	2
Not available during fieldwork	282	2	3
<b>Total valid sample</b>	<b>9,912</b>	<b>68</b>	<b>100</b>
<b>Invalid sample</b>			
Bad numbers	3,248	22	
Ineligible	1,475	10	
<b>Total invalid sample</b>	<b>4,723</b>	<b>32</b>	
<b>Total sample used</b>	<b>14,634</b>	<b>100</b>	
<b>Unadjusted response rate (%)</b>		<b>27</b>	
<b>Adjusted response rate (%)</b>			40
<b>Co-operation rate (%)</b>			47

Source: Ipsos MORI

<b>Table A2: Interlocking Weight: Apprenticeship framework x Level</b>				
<b>Framework</b>	<b>Both levels</b>	<b>L2 Only</b>	<b>L3 only</b>	<b>Total</b>
Business, Administration and Law	2.9%	15.9%	8.1%	26.9%
Health, Public Services and Care	3.3%	5.6%	7.6%	16.5%
Retail and Commercial Enterprise	1.0%	9.8%	2.7%	13.5%
Engineering and Manufacturing Technologies	0.6%	5.4%	3.9%	9.9%
Construction, Planning and the Built Environment	0.4%	4.4%	4.9%	9.7%
Hairdressing	0.8%	4.0%	1.5%	6.3%
Business, Administration and Law & Retail and Commercial Enterprise	1.4%	1.6%	0.1%	3.1%
Agriculture, Horticulture and Animal Care	0.1%	1.6%	0.8%	2.5%
Business, Administration and Law & Health, Public Services and Care	1.6%	0.4%	0.3%	2.3%

**Table A2: Interlocking Weight: Apprenticeship framework x Level**

Framework	Both levels	L2 Only	L3 only	Total
Other	3.4%	3.5%	2.4%	9.3%
<b>Total</b>	15.6%	52.1%	32.3%	100.0%

*Source: Ipsos MORI*

**Table A3: Number of apprentices weighting profile**

Number of apprentices	Weighted %
1	58%
2	18%
3 to 5	15%
6 to 9	5%
10 to 14	2%
15 to 19	1%
20+	1%
Total	100%

*Source: Ipsos MORI*

## A2 Kano model for employers – technical note

The dependent variable was overall satisfaction with the Apprenticeship programme (C3). Although 4,009 interviews were conducted, 24 respondents did not answer C3, therefore reducing the sample size for analysis to 3,985. C3 was divided in three categories: low 0-5; medium 6-8; and high 9-10, with the frequencies as follows.

C3	Freq.	Percent	
0-5	528	13.25	Low
6-8	2,161	54.23	Medium
9-10	1,296	32.52	high
Total	3,985	100	

Two dependent variables were created: one for low/medium (sample 1), and one for medium/high (sample 2).

The independent variables used in the models were:

B1	Awareness of Apprenticeship
B10	Whether they feel there is sufficient information
B12/13	Whether they have used NAS and are satisfied 1=Used-satisfied 0=everybody else (reference)
B20	Whether some/all apprentices completed training 1=all completed 0=none/some
C1a (excluded) C1b C1c C1e/C1f/C2	Experience of the training C1a was not in model 1 because everybody answered "yes" C1e/C1f/C2 : 0= influence neither but wanted to 1=influenced at least one or did not want to
C4b-c C4f-i	Aspects of Apprenticeship

The candidate control variables were:

A2	Industry sector
A5Comb	Size
Profit	Private vs. non-private sector
A4	Site function
mainfr	Main framework (what the satisfaction Qs are based on)
atf	Number of apprentices
afn	Number of frameworks
wtlevel	Qualification level
b15a	Type of recruitment: new or existing employees
B6	Age of apprentices
B4	How long they have been offering Apprenticeship
E1	Whether they paid for equivalent training
F1	Whether they have current apprentices or not.

The following outcomes were also used as control variables:

- D12/D22 Improve productivity was coded as: 1- did not hope to achieve improving productivity (D12) and did not improve productivity; 2 - hoped

to achieve improving productivity (D12) but did not help to improve productivity; 3 - hoped to achieve improving productivity (D12) and improved productivity

- D13/D23 Lower overall wage bill
- D14/D24 Improve staff retention
- D15/D25 Improve your ability to attract good staff
- D16/D26 Bring new ideas to the organisation
- D17/D27 Improve staff morale
- D18/D28 Improve your product or service quality
- D19/D29 Improve your image in the sector

### **Statistical methods**

The association between each dependent variable and the drivers was explored using cross-tabulations and bivariate logistic regressions (a regression between the dependent variable and each driver). Observations were excluded if questions c4g-i were not answered, as these were shown to be important drivers.

Because not all respondents answered all the questions, each missing value was replaced with a set of plausible values. This replacement (imputation) was carried out using the Markov chain Monte Carlo (MCMC) method. This method assigns the most likely value for a data point while keeping the same distribution of the variable (e.g. the mean of the variable will be similar after replacing missing values). Imputation was carried out only for respondents who had at most 4 missing values.

We estimated two logistic regression models:

Model 1 – dissatisfaction: where the dependent variable is low/medium (n=2,556)

Model 2 – satisfaction: where the dependent variable is medium/high (n=3,328)

For model 1, a logistic regression model was used to select which of the controlling variables were most significantly associated with the dependent variable. The variables were selected using a stepwise procedure with 0.05

level of significance as the entry/removal criterion. That is, a model is built by adding variables that are significantly associated with the dependent variable. The first variable to enter in the model (variable 1) is the most significantly associated with the dependent variable. Then, among the remaining variables, the second variable to enter is the most significantly associated with the dependent variable while keeping the first variable in the model. The procedure continues until there are no more variables significantly associated with the dependent variable.

The selected control variables for model 1 ( $R^2=0.155$ ) were:

- Outcomes: ad12-ad22 to ad71-ad72
- Demographics: a5comb b15a e1 b4 b61 mainfr

In model 2 ( $R^2=0.0858$ ) we controlled for:

- Outcomes: ad12-ad22 to ad81-ad82
- Demographics: f1 mainfr b61 b4 a5comb b63 a2

Because some of the drivers were highly correlated, and we wanted to derive the importance for each of the drivers, we could not use a standard logistic regression. For instance, if two drivers are highly correlated and both are the most important among 10 drivers, a standard logistic regression may show that one of the drivers is the most important and the other is the least important of the 10.

Instead, we derived the importance of the drivers by computing regression models with all the combinations of drivers. For example, one model had drivers 1 and 2; another only driver 1; another driver 1, 5 and 6; and so on. Then we calculated the importance of each driver across all the models. The importance of each driver was the average contribution of that driver to all the models. The contribution was measured using the  $R^2$ . We kept the controlling variables in all subsets of models. Weights were used in all the models. The  $R^2$  for model 1 was 0.3757, and for model 2: 0.3767. Once the importance was obtained for each driver and model, the drivers were classified into three groups:

- **'Performance' factors** which drive both satisfaction and dissatisfaction,

- **'Hygiene' factors** which can lead to dissatisfaction if missing but which will not contribute to higher satisfaction if done well; and
- **'Delight' factors** which can lead to higher satisfaction but which will not lead to dissatisfaction if they are not delivered.

### A3 Framework dashboards

- **One in three (32%) employers in the survey had provided frameworks in Business, Administration and Law making this the most frequently provided frameworks.**
  - Provision of these frameworks was spread across a wide range of industry sectors, with the most prominent being 'human health and social work' (20%) and 'wholesale/retail' (14%).
  - Employers were spread very evenly across workplace and organisation size categories, and between sites where there was one apprentice who finished their training between August 2011 and March 2012 and sites where there was more than one (51% vs. 49%).
  - Recruitment approaches were divided relatively equally; 49% had recruited apprentices specifically and 56% had drawn them from existing staff.
  - By age groups, employers who had provided this framework were less likely to have had apprentices aged 16-18 and more likely to have them from the older age groups.
  - Provision was most often at Level 2 (75%), but Level 3 was also provided in nearly half of workplaces (47%). The availability of progression from both levels was in line with the average.
  - These employers were the most likely to have had some involvement in the training themselves (27% compared to an average of 22%).
  - Employers providing these frameworks typically had become involved with Apprenticeships more recently.
- **One in five (22%) employers was providing frameworks in Health, Public Services & Care.**

- These employers were nearly all in one of two sectors; ‘human health and social care’ (70%) and ‘education’ (20%), with a higher than average proportion in the public and not-for-profit sectors (38%).
  - They were spread relatively evenly across different workplace and organisation sizes, and over half (58%) had more than one apprentice in the survey reference period.
  - Recruitment to Apprenticeships was more likely from existing staff than externally.
  - The most common age group was 19-24 year olds although they were also the most likely to have provided Apprenticeships to the over-25s.
  - Provision of Level 2 was similar to Level 3 (62% vs. 66% respectively).
  - Length of involvement with Apprenticeships was also equally distributed, with three in ten employers involved for fewer than three years but one in four involved for more than ten.
  - Employers providing frameworks in Health, Public Services & Care were the most likely to offer progression routes: 90% offered progression from Level 2 and 70% offered progression from Level 3.
- **One in five (22%) employers was providing frameworks in Retail & Commercial Enterprise.**
    - These employers were concentrated in three industry sectors; predictably, the largest single sector was ‘wholesale and retail’ (30%), but large numbers of employers were also found in ‘accommodation and food’ (28%) and ‘other services’ (24%).
    - Two in five workplaces providing these frameworks were in the smallest size band (1-9 employees), although there was also a high proportion who were part of the largest organisations (47% were part of organisations with more than 100 employees overall).
    - Workplaces were divided fairly evenly between sites where there was one apprentice who finished their training between August

2011 and March 2012, and sites where there was more than one (54% vs. 46%).

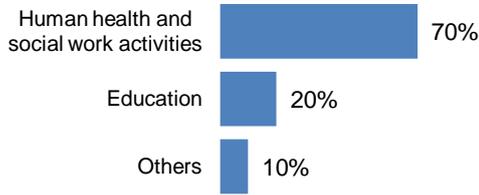
- Recruitment to Apprenticeships was most likely to be from existing staff rather than externally (by a ratio of around three to two), with relatively equal provision to 16-18 year olds and 19-24 year olds (71% and 77%).
  - More than any other framework, provision was focussed on Level 2 rather than Level 3 (82% vs. 35%). The availability of progression from Level 2 to Level 3 was slightly below average at 76%, but amongst those that provided Level 3, the availability of further progression was well below average (48% vs 57% overall).
  - Employers providing these frameworks typically had become involved with Apprenticeships more recently.
- **One in ten (11%) employers was providing frameworks in Engineering & Manufacturing Technologies.**
    - These employers were concentrated into two sectors; 'manufacturing' (36%) and 'wholesale, retail & repair of motor vehicles' (44%).
    - An important distinction to understanding this group of employers is that those in the manufacturing sector tend to be larger workplaces and organisations and with more apprentices, while those in wholesale and retail were smaller (we expect that many are involved in motor vehicle repair).
    - Amongst 'manufacturing' employers, Level 2 was more commonly provided than Level 3 (49% vs. 62%), while the opposite was true of those in the 'wholesale, retail & repair of motor vehicles' (72% vs. 36%).
    - The option of progressing from Level 2 to Level 3 was also more available amongst the 'manufacturing' subgroup of employers.
    - The two groups were more similar in terms of being more likely than average to:
      - recruit people specifically to Apprenticeships than from existing staff;

- provide the most number of Apprenticeships to 16-18 year olds;
  - and be involved with Apprenticeships for a longer period (three-quarters had been involved for more than three years).
- **One in ten (10%) employers was providing frameworks in Construction, Planning & Built Environment.**
    - More than any other framework, these employers were concentrated in one sector - 80% are in the construction sector.
    - Apprenticeships are more likely to be provided to 16-18 year olds (provision to other groups is lower than average) and apprentices are much more likely than average to be recruited specifically as apprentices.
    - These employers had a very distinctive size profile, being concentrated in the very smallest workplaces and organisations; being predominantly single-site organisations with usually only one apprentice in the survey reference period.
    - They were less likely to provide *both* Level 2 and Level 3 frameworks.
    - However, despite their smaller size the provision of Level 3 was still higher than average (56% vs. 48%) and they are slightly more likely offer progression from Level 2 to Level 3 (although less likely to offer progression from Level 3).
    - A higher than average proportion of this group of employers had a longstanding involvement with the Apprenticeships programme; over half had been involved for more than five years and fewer than one in four for less than three years.

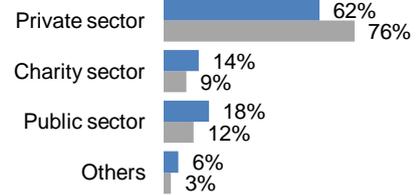
## Health, Public Services and Social Care

■ = Providing Health, Public Services and Social Care Framework ■ = Survey average

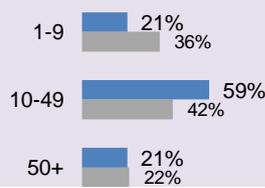
### Sector profile



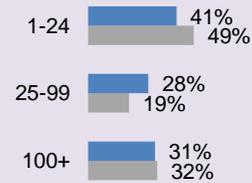
### Type of organisation



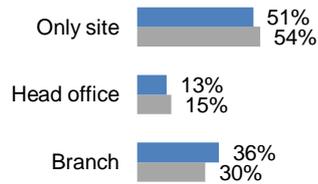
### Number of employees on site



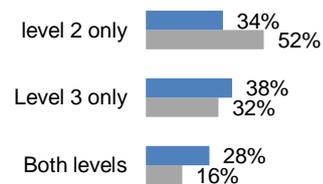
### Number of employees in organisation



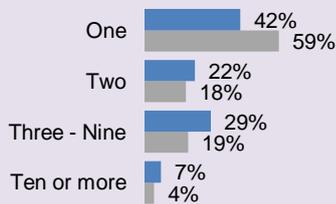
### Single/multi-site



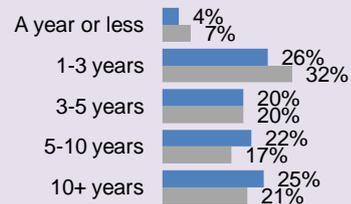
### Levels offered



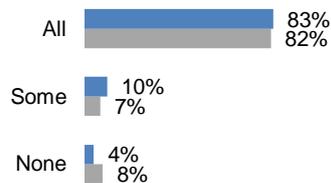
### Number of finished Apprenticeships



### Years involved with Apprenticeships



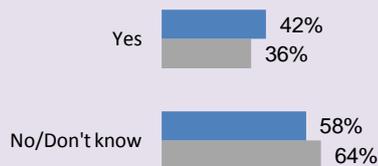
### Proportion of Apprentices completing



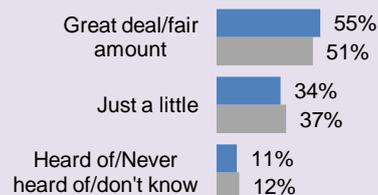
### Mean number of current Apprentices



### Paid for Level 2/3 training over the last year?



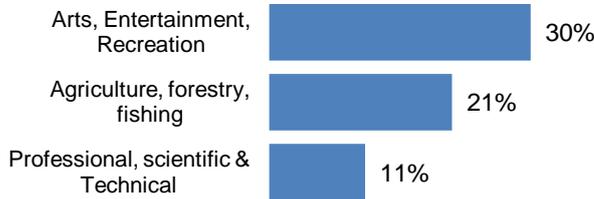
### Familiarity with Apprenticeship offer?



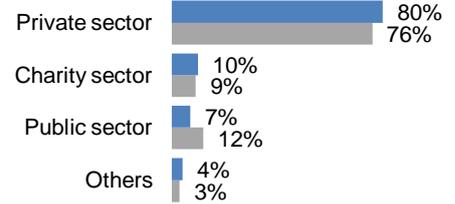
# Agriculture, Horticulture and Animal Care

■ = Providing Agriculture, Horticulture and Animal Care Framework    ■ = Survey average

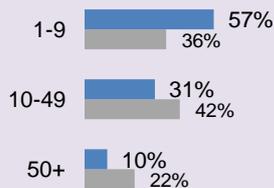
## Sector profile



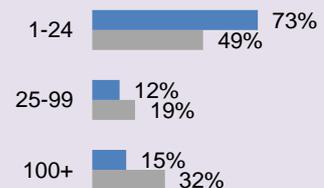
## Type of organisation



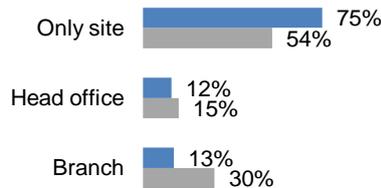
## Number of employees on site



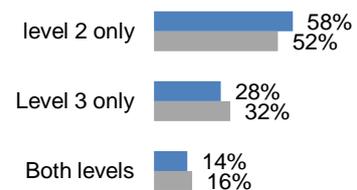
## Number of employees in organisation



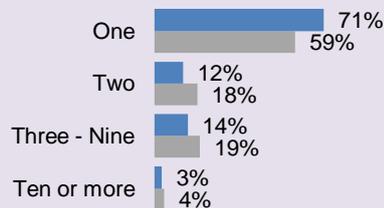
## Single/multi-site



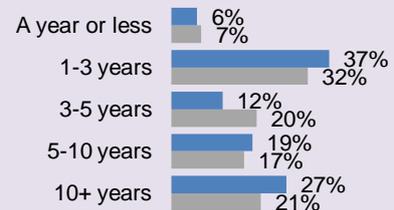
## Levels offered



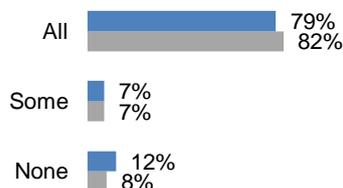
## Number of finished Apprenticeships



## Years involved with Apprenticeships



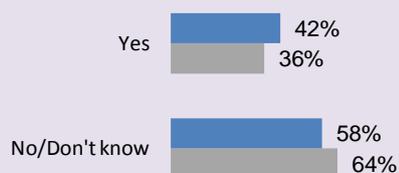
## Proportion of Apprentices completing



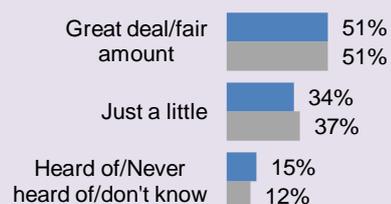
## Mean number of current Apprentices



## Paid for Level 2/3 training over the last year?

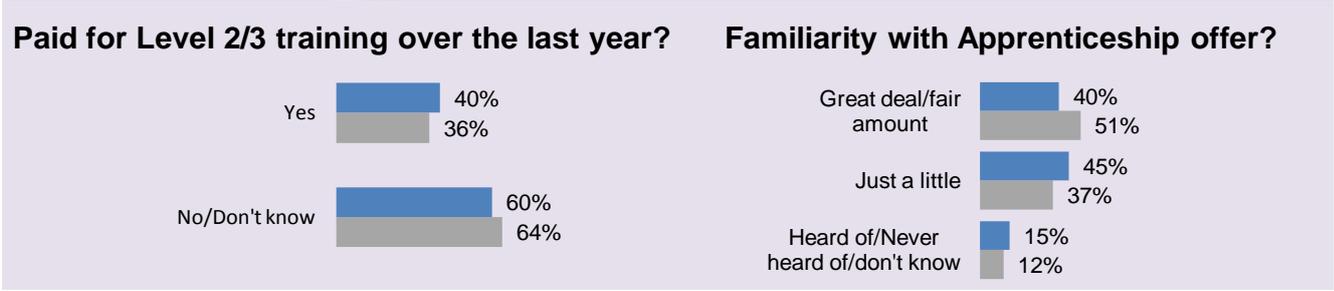
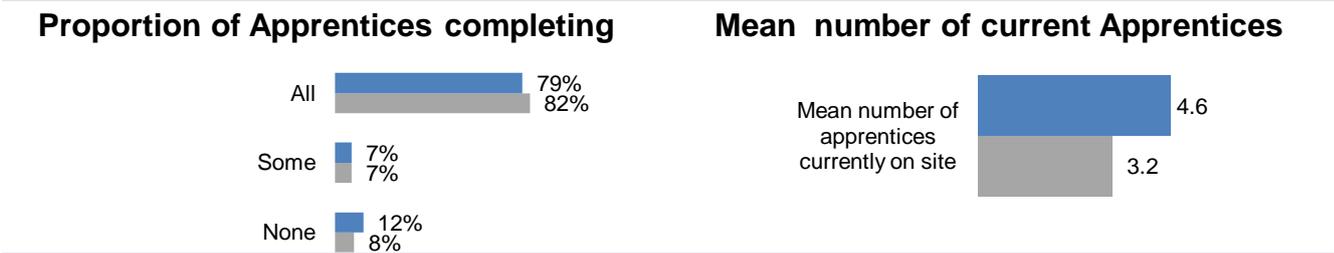
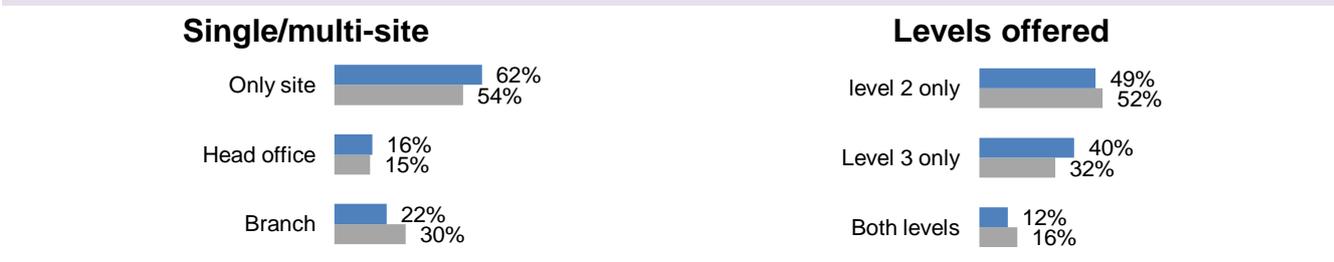
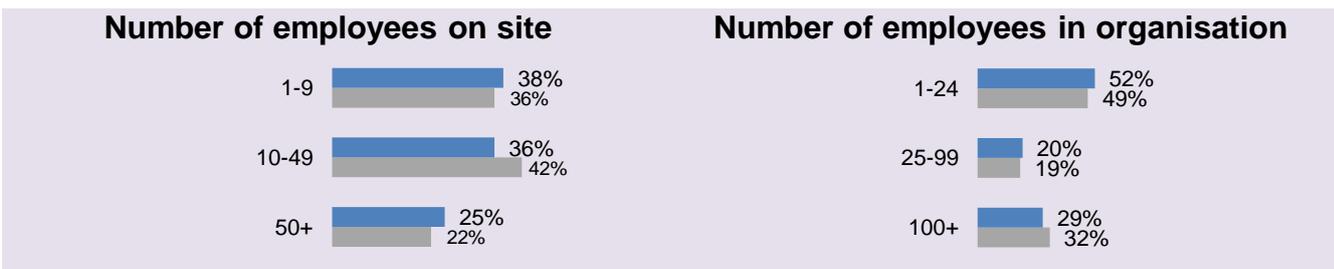
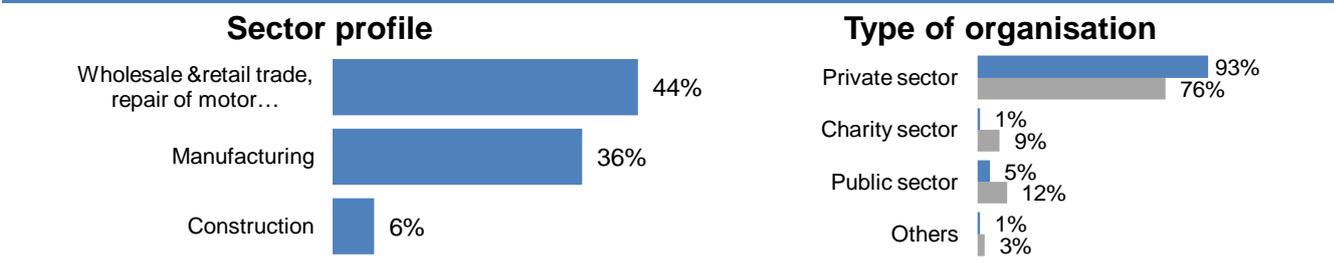


## Familiarity with Apprenticeship offer?



# Engineering and Manufacturing Technologies

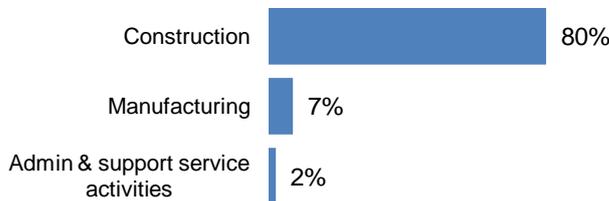
■ = Providing Engineering and Manufacturing Technologies Framework    
 ■ = Survey average



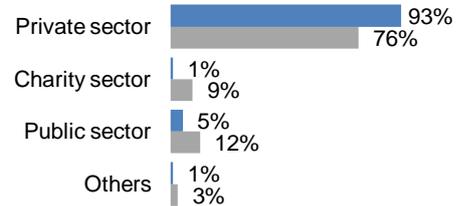
# Construction, Planning and the Built Environment

■ = Providing Construction, Planning and the Built Environment Framework ■ = Survey average

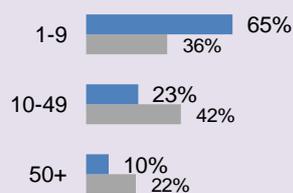
## Sector profile



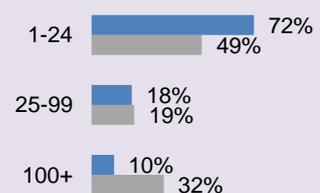
## Type of organisation



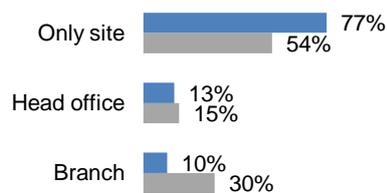
## Number of employees on site



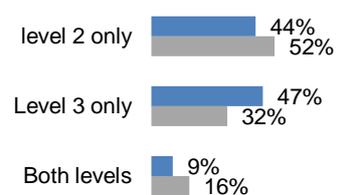
## Number of employees in organisation



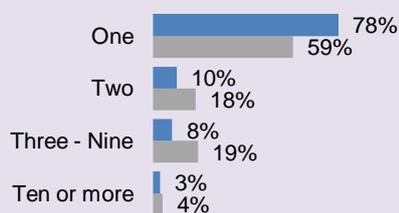
## Single/multi-site



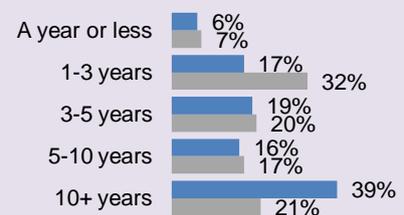
## Levels offered



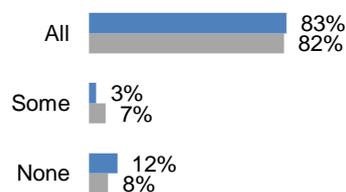
## Number of finished Apprenticeships



## Years involved with Apprenticeships



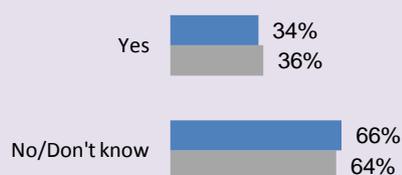
## Proportion of Apprentices completing



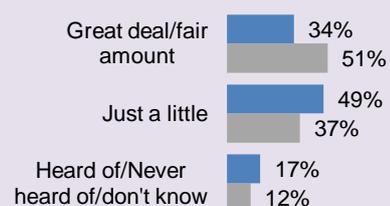
## Mean number of current Apprentices



## Paid for Level 2/3 training over the last year?



## Familiarity with Apprenticeship offer?



S

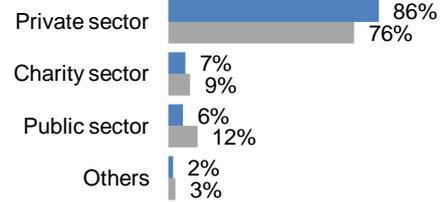
# Retail and Commercial Enterprise

■ = Providing Retail and Commercial Enterprise Framework    ■ = Survey average

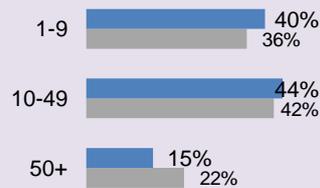
## Sector profile



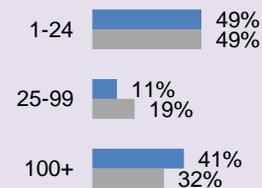
## Type of organisation



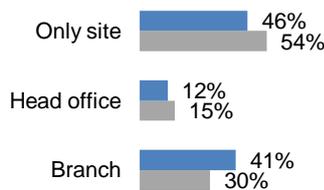
## Number of employees on site



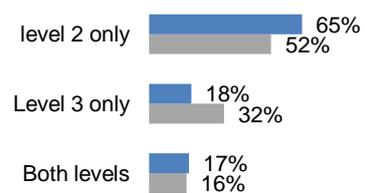
## Number of employees in organisation



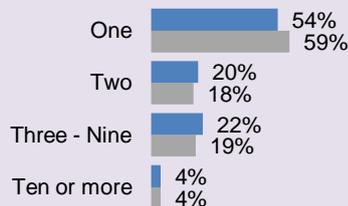
## Single/multi-site



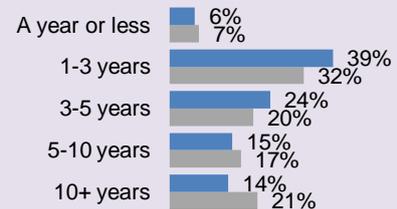
## Levels offered



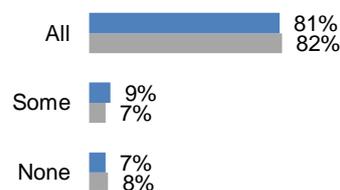
## Number of finished Apprenticeships



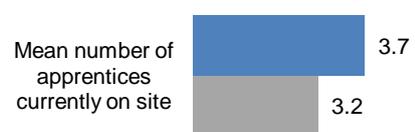
## Years involved with Apprenticeships



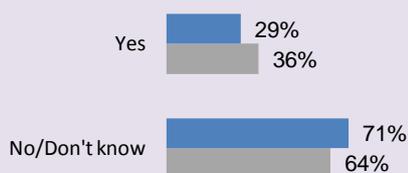
## Proportion of Apprentices completing



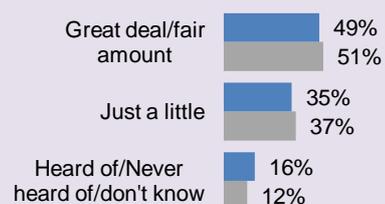
## Mean number of current Apprentices



## Paid for Level 2/3 training over the last year?



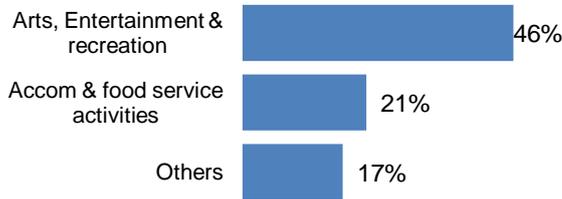
## Familiarity with Apprenticeship offer?



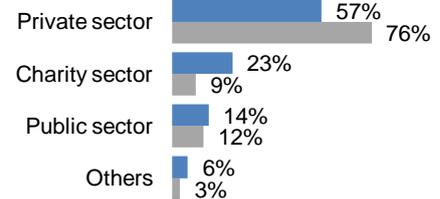
# Leisure, Tourism and Travel

■ = Providing Leisure, Tourism and Travel framework      ■ = Survey average

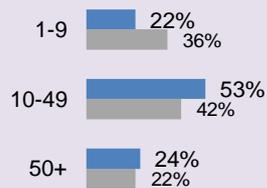
## Sector profile



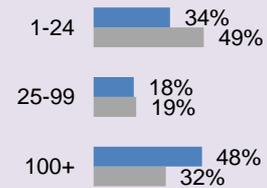
## Type of organisation



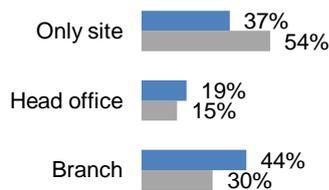
## Number of employees on site



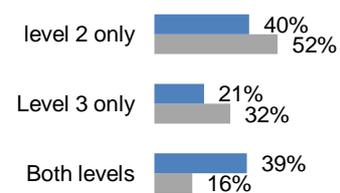
## Number of employees in organisation



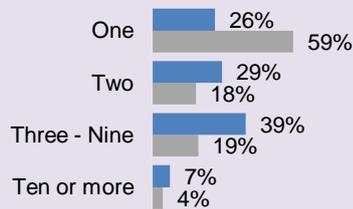
## Single/multi-site



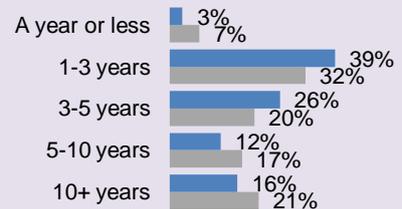
## Levels offered



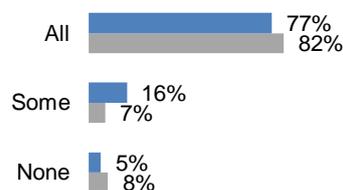
## Number of finished Apprenticeships



## Years involved with Apprenticeships



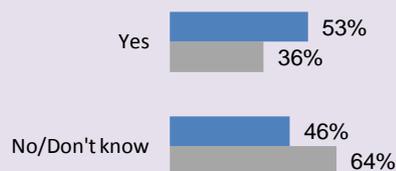
## Proportion of Apprentices completing



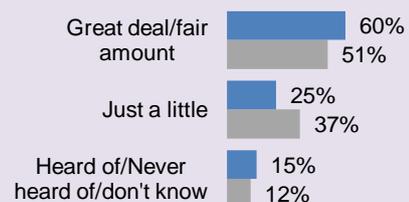
## Mean number of current Apprentices



## Paid for Level 2/3 training over the last year?



## Familiarity with Apprenticeship offer?



## Business, Administration and Law

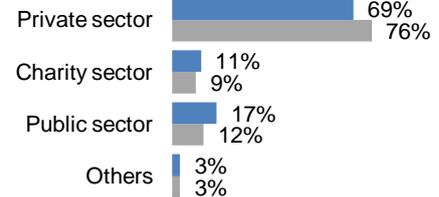
■ = Providing Business, Administration and Law Framework

■ = Survey average

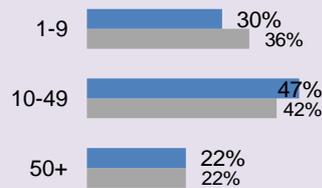
### Sector profile



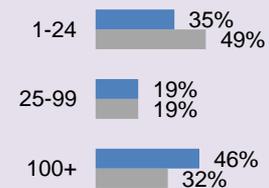
### Type of organisation



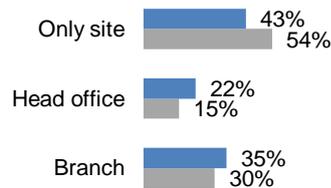
### Number of employees on site



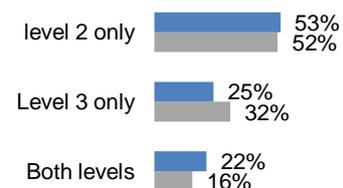
### Number of employees in organisation



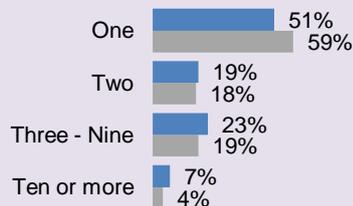
### Single/multi-site



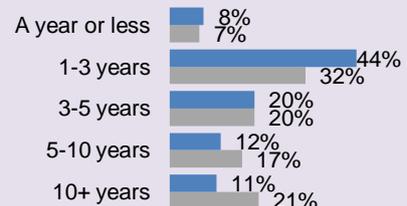
### Levels offered



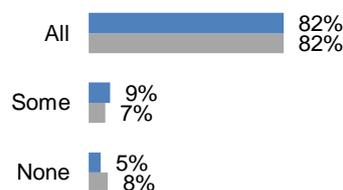
### Number of finished Apprenticeships



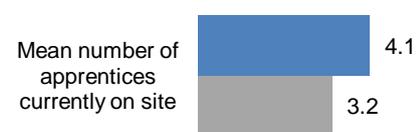
### Years involved with Apprenticeships



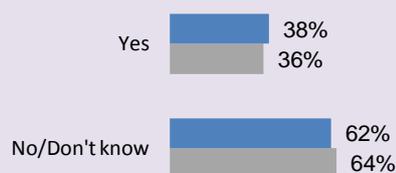
### Proportion of Apprentices completing



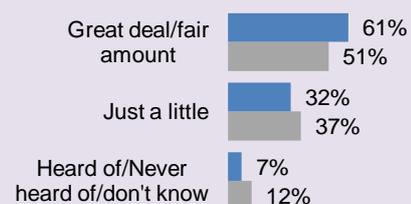
### Mean number of current Apprentices



### Paid for Level 2/3 training over the last year?



### Familiarity with Apprenticeship offer?

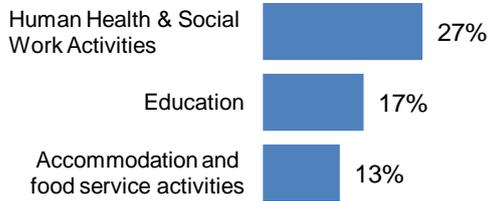


## Other

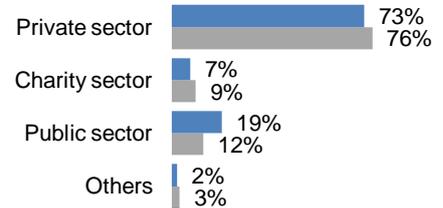
■ = Providing other Frameworks

■ = Survey average

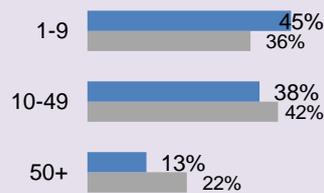
### Sector profile



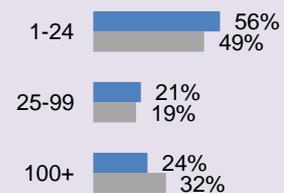
### Type of organisation



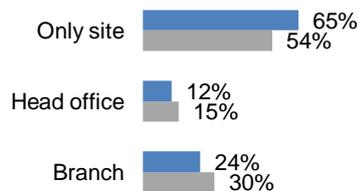
### Number of employees on site



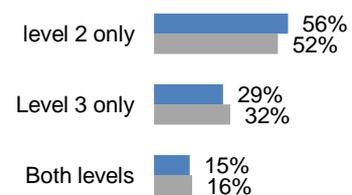
### Number of employees in organisation



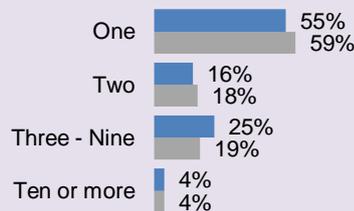
### Single/multi-site



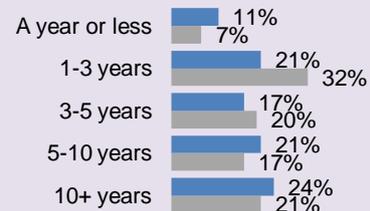
### Levels offered



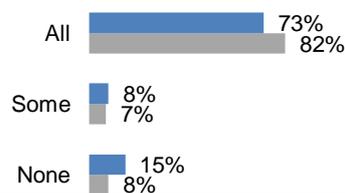
### Number of finished Apprenticeships



### Years involved with Apprenticeships



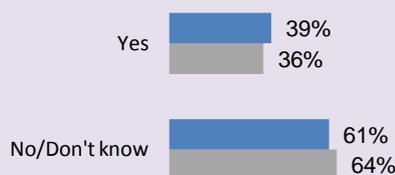
### Proportion of Apprentices completing



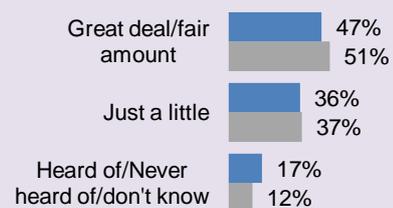
### Mean number of current Apprentices



### Paid for Level 2/3 training over the last year?



### Familiarity with Apprenticeship offer?



## A4 Additional tables

Table Ad1: Apprentice employers by SIC (column percentages)					
SIC Section	SIC description	Base	% in weighted sample	% of business in England <sup>32</sup>	% of employment in England
A	Agriculture, horticulture, animal care, forestry and fishing	45	0.7	2.5	1.5
B,D,E	Mining and quarrying, electricity, gas, steam and air conditioning supply, water supply, sewerage, waste management and remediation activities	26	0.5	0.5	1.3
C	Manufacturing	303	6.4	4.8	10.4
F	Construction	206	9.3	19.1	8.2
G	Wholesale and retail trade, repair of motor vehicles and motorcycles	408	15.8	10.8	20.7
H	Transportation and storage	70	1.7	5.5	5.7
I	Accommodation and food service activities	266	9.6	3.3	7.7
J	Information and communication	37	1.1	6.3	5.3
K	Financial and insurance activities	34	0.8	1.7	4.0
L	Real estate activities	42	1.6	1.9	1.9
M	Professional, scientific and technical activities	135	4.5	14.1	9.1
N	Administrative and support service activities	131	3.2	8.2	10.7
O	Public administration and defence, compulsory social security <sup>33</sup>	108	1.5	*	*
P	Education	457	8.7	5.1	2.1
Q	Human health and social work activities	1,198	20.9	6.4	6.4
R	Arts, entertainment and recreation	248	4.3	4.4	2.7
S	Other service activities	295	9.4	5.5	2.6
	<b>Total</b>	<b>4,009</b>	<b>100</b>	<b>100</b>	<b>100</b>

<sup>32</sup> Sourced from 2012 BIS population estimates

<https://www.gov.uk/government/publications/bis-business-population-estimates>

<sup>33</sup> This data is not included in 2012 BIS population estimates.

**Table Ad2: Size of organisation by industry sector**

<b>SIC Code</b>	<b>SIC description</b>	<b>Base</b>	<b>1-24</b>	<b>25-99</b>	<b>100+</b>	<b>Not stated</b>
A	Agriculture, horticulture, animal care, forestry and fishing	45	94%	3%	3%	0%
B,D,E	Mining and quarrying, electricity, gas, steam and air conditioning supply, water supply, sewerage, waste management and remediation activities	26	29%	48%	24%	0%
C	Manufacturing	303	44%	25%	29%	2%
F	Construction	206	76%	15%	7%	2%
G	Wholesale, retail and repair of motor vehicles/cycles	408	41%	11%	41%	7%
H	Transportation and storage	70	40%	10%	49%	1%
I	Accommodation and food service activities	266	43%	12%	43%	3%
J	Information and communication	37	75%	16%	9%	0%
K	Financial and insurance activities	34	26%	26%	48%	0%
L	Real estate activities	42	38%	5%	58%	0%
M	Professional, scientific and technical activities	135	56%	16%	28%	1%
N	Administrative and support service activities	131	46%	19%	32%	2%
O	Public administration and defence, compulsory social security	108	0%	5%	93%	2%
P	Education	457	39%	30%	29%	3%
Q	Human Health and social work activities	1,198	34%	29%	32%	5%
R	Arts, entertainment and recreation	248	47%	14%	32%	6%
S	Other service activities	295	77%	8%	12%	3%
	<b>Total</b>	<b>4,009</b>	<b>47%</b>	<b>18%</b>	<b>31%</b>	<b>4%</b>

**Table Ad3: Number of frameworks provided by industry sector and organisations size (row percentages)**

<b>SIC Section</b>	<b>SIC description</b>	<b>Base</b>	<b>One framework</b>	<b>More than one framework</b>
A	Agriculture, forestry and fishing	45	100%	0%
B,D,E	Mining and quarrying, electricity, gas, and water supply, sewerage, waste management and remediation	26	95%	5%
C	Manufacturing	303	93%	7%
F	Construction	206	97%	3%
G	Wholesale, retail and repair of motor vehicles/cycles	408	92%	8%
H	Transportation and storage	70	94%	7%
I	Accommodation and food service	266	90%	10%
J	Information and communication	37	93%	7%
K	Financial and insurance	34	97%	3%
L	Real estate	42	91%	9%
M	Professional, scientific and technical	135	96%	4%
N	Administrative and support service	131	89%	11%
O	Public administration and defence	108	77%	23%
P	Education	457	88%	12%
Q	Human health and social work	1,198	89%	11%
R	Arts, entertainment and recreation	248	89%	11%
S	Other services	295	97%	3%
	<b>Organisation size</b>			
	1-24 employees	1,263	97%	3%
	25-99 employees	798	90%	10%
	100+ employees	1,762	85%	15%
	<b>Total</b>	<b>4,009</b>	<b>92%</b>	<b>8%</b>

Table Ad4: Frameworks provided by industry sector<sup>34</sup>

SIC description	Base	Frameworks provided								
		Health, Public Services & Care	Agriculture, Horticulture & Animal Care	Engineering & Manufacturing Technologies	Construction, Planning & Built Environment	Information & Communication Technology	Retail & Commercial Enterprise	Leisure, Travel & Tourism	Business, Administration & Law	Other
Agriculture, forestry and fishing	45		71%	3%	*		22%		2%	4%
Mining and quarrying, electricity, gas and water supply, sewerage, waste management and remediation	14	1%	1%	12%	11%	1%	18%	1%	54%	15%
Manufacturing	315	*	2%	62%	10%	5%	3%		22%	3%
Construction	206	*	*	7%	85%	*	*		8%	2%
Wholesale, retail and repair of motor vehicles/cycles	408	1%	1%	31%	1%	2%	40%	1%	29%	6%
Transportation and storage	70	2%	4%	18%	12%	5%	12%	2%	58%	3%
Accommodation and food service	266	3%	*	*	1%	*	61%	7%	30%	9%
Information and communication	37			3%		47%	20%		32%	5%
Financial and insurance activities	34	2%				15%	3%		76%	6%
Real estate	42	10%	3%		2%	4%	15%		75%	4%
Professional, scientific and technical	135	3%	6%	11%	2%	3%	2%	*	74%	4%
Administrative and support service	131	8%	4%	7%	7%	4%	7%	1%	66%	9%
Public administration and defence, compulsory social security	108	16%	3%	6%	6%	19%	3%	2%	72%	13%
Education	457	49%	1%	2%	2%	7%	8%	1%	34%	14%
Human health and social work activities	1,198	73%	1%	1%	1%	1%	4%	1%	31%	3%
Arts, entertainment and recreation	248	4%	17%	*	*	*	16%	34%	38%	3%
Other service activities	295	8%	3%				54%	6%	13%	20%
<b>Total</b>	<b>4,009</b>	<b>22%</b>	<b>3%</b>	<b>11%</b>	<b>10%</b>	<b>3%</b>	<b>21%</b>	<b>3%</b>	<b>32%</b>	<b>7%</b>

<sup>34</sup> Percentages read across and sum to more than 100% because a small number of employers had more than one framework.

<b>Table Ad5: Number and proportion of apprentices recruited by different methods</b>					
	Base (employers) <sup>35</sup>	Already work for us	Recruited on fixed-term contract for the period of the Apprenticeship	Not recruited fixed-term contract	Total (apprentices)
<b>Framework</b>					
Health Public Services & Care	1,236	63%	28%	9%	2,978
Agriculture Horticulture & Animal Care	210	34%	40%	26%	154
Engineering & Manufacturing Technologies	426	34%	39%	27%	1,487
Construction Planning & Built Environment	217	16%	57%	27%	624
Information Communication Technology	85	46%	36%	17%	183
Retail & Commercial Enterprise	508	54%	33%	12%	2,361
Leisure Travel & Tourism	202	83%	13%	4%	1,069
Business, Administration & Law	776	50%	41%	10%	2,821
Other	193	40%	43%	16%	679
<b>Size of organisation</b>					
1-24 employees	1,220	44%	39%	17%	2,839
25-99 employees	767	48%	37%	15%	1,949
100+ employees	1694	56%	33%	11%	7,180
<b>Number of apprentices</b>					
1 apprentice	788	41%	42%	17%	2,260
2 apprentices	791	56%	31%	12%	1,417
3-10 apprentices	1487	62%	26%	12%	3,127
More than 10 apprentices	786	50%	37%	12%	5,553
<b>Total</b>	<b>3,853</b>	<b>52%</b>	<b>34%</b>	<b>13%</b>	<b>12,356</b>

<sup>35</sup> Excludes employers who gave 'don't know' responses to questions around how apprentices were recruited.

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