



Apprenticeship Growth Strategy for Hertfordshire

2022 - 2025



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Introduction

Apprenticeships are a key priority for Hertfordshire and play a vital role in our local economy. Our Hertfordshire Skills Advisory Panel and supporting skills partners have the responsibility of raising the profile of apprenticeships amongst our employers, young people and workforce and as such are working to improve the number of quality apprenticeship opportunities and their take-up. However, we see even further untapped potential and solutions for the Hertfordshire economy.

To drive this potential an Apprenticeship Sub Group has been formed, coordinated by the LEP Skills team, which has resulted in the development of the Hertfordshire Apprenticeship Growth Strategy, 2022-2025. The strategy articulates our vision and details our objectives and targets which we will collectively work towards over the next three years to raise awareness of apprenticeships and ultimately increase apprenticeship starts and achievements in our county.

A strong partnership commitment across our key stakeholders will build consensus and confidence. It will also send a clear message to elevate the perception of apprenticeships as a highly valued career path option that will deliver a resident workforce fit for the future and drive the

skills and productivity levels of those already in work.

The strategy aligns with a suite of other plans such as the [Hertfordshire Skills and Employment Strategy \(2021-2024\)](#), the [Skills Advisory Panel Local Skills Report 2022](#), and [Theme 1 of the Careers Hub Strategy](#) – each of these publications voice our ambition to increase awareness of, and interest in, technical education and apprenticeships. The implementation of this strategy will also support the future development of the Local Skills Improvement Plan (LSIP) which is due to be published by Hertfordshire Chamber of Commerce in March 2023. LSIPs are a key initiative within the government's [Skills for Jobs White Paper](#) and will ensure employers are at the heart of post-16 skills provision.



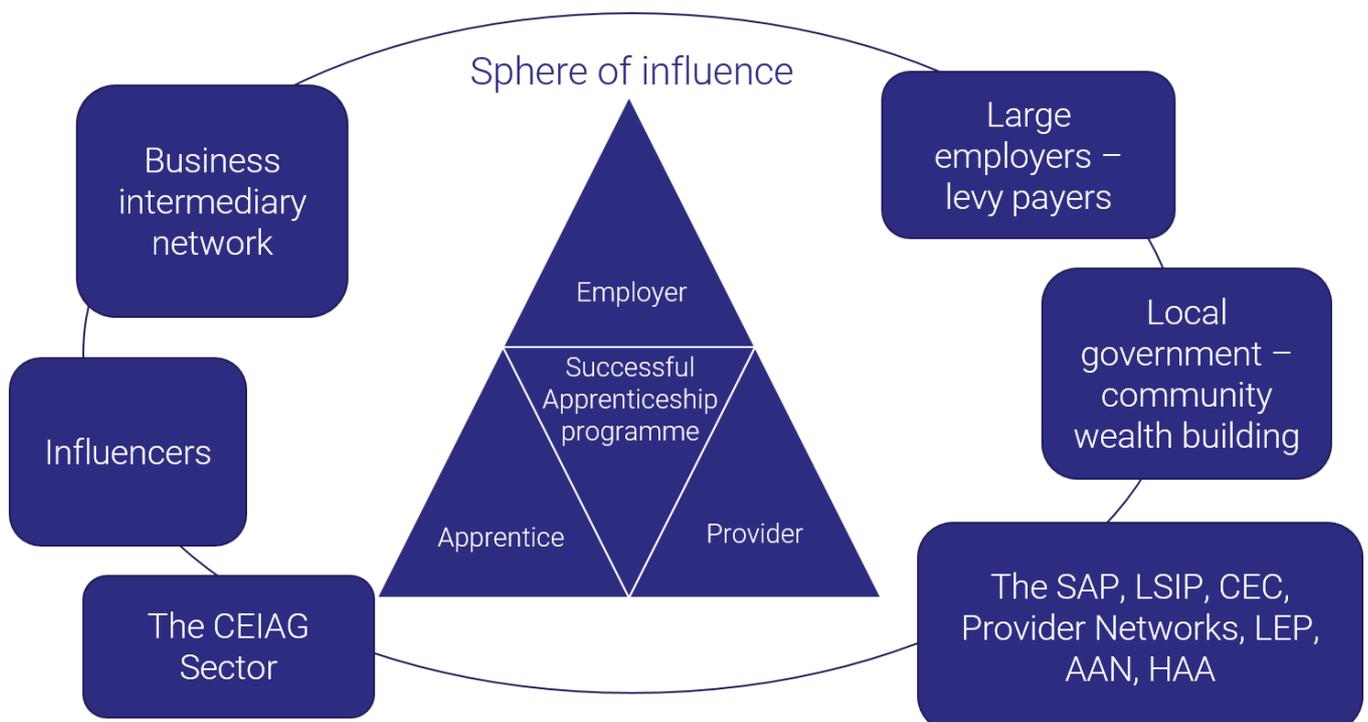
Defining apprenticeship success

Apprenticeship success is based on the coming together of three partners – the apprentice, the employer and the apprenticeship provider.

- The apprentice will be a motivated resident able to fulfil that job role and develop their skills while working towards their qualification. They will have made an informed decision about taking the apprenticeship route before commencing their programme.
- The employer will commit to recruiting and paying a decent salary to the apprentice, invest in their upskilling and also provide the opportunity to achieve the required off-the-job learning. They will have understood the benefits of apprenticeships and been informed about how they can support the apprentice to achieve their qualification.
- The provider will have the capacity and occupational expertise to deliver a high-quality learning programme benefitting both the individual and the business.

However, this model is not entirely dependent on the three partners. There is a significant sphere of influence around this partnership and it is here that a collegiate approach to driving apprenticeship growth can have its biggest impact. The influence includes:

- The Careers Education Information, Advice and Guidance (CEIAG) landscape (influencing the potential apprentice) – careers advisers, careers leads, employability experts, vocational trainers, Department for Work and Pensions (DWP) work-coaches, National Careers Service, into-employment programmes, and HR managers.
- Business intermediaries (influencing employer actions) – chambers, biz4Biz, Federation of Small Businesses (FSB), Growth Hubs, Institute of Directors (IOD),



local authorities, Business Improvement Districts (BID), local networking and sector forums, HR networks, sector groups, and local authority Economic Development Officers.

- Influencers – parents, carers, family, friends, teachers, social media influencers, high-profile Hertfordshire residents, Hertfordshire County Council, and local authorities.
- Ambassadors/networks – Hertfordshire Provider Network, Apprenticeship Ambassador Network, and local authority partners (Hertfordshire Apprenticeship Alliance).

The development of this strategy has been supported by the involvement of representatives from these partners and each will own actions as we work towards apprenticeship growth.

Our region is also fortunate to have Hertfordshire Opportunities Portal (HOP), www.hopinto.co.uk, the premier gateway to explore career pathways in our county – a trusted resource used by our education sector, employers, job seekers, employment support programmes, and skills and

apprenticeship providers. HOP will provide the central facility to showcase, promote and celebrate apprenticeship opportunities and success in our county.

Over the next three years and beyond, we expect to continue our commitment to apprenticeships as we recognise the huge benefit that comes with investing in apprentice talent. Implementation of this coordinated effort will support our Skills and Employment Strategy's overall ambitions, which include:

- Showcasing our priority sectors and tackling skills shortages through recruiting new talent and upskilling new staff.
- Encouraging Hertfordshire residents to work for local employers by offering competitive local work-based pathways and progression through apprenticeships.
- Ensuring apprenticeships are as equally recognised as full-time further and higher education, and providing high reaching local career pathways.

Our Hertfordshire vision

To have an apprenticeship offer in place that is recognised by employers, young people and residents as an equal alternative to purely academic routes, which provides a rewarding and prosperous career pathway and supports our employers to reach new local talent, raise skills levels and fuel productivity.



Apprenticeships – a background

National policy

Significant changes to the post-16 skills and education landscape are underway as the government work towards their ambitions as outlined in the [Skills for Jobs White Paper](#). With reference to apprenticeships, government are focusing on three key areas:

- Supporting more people to start an apprenticeship.
- Simplifying the programme for employers, making more use of apprenticeship funding and making it easier for levy-paying employers to transfer funds.
- Raising the quality to ensure every apprentice has the best experience.

It is encouraging that these areas align with key objectives stated in the Hertfordshire Skills and Employment Strategy (2021-24) as well as the 3 definitions of success as stated in section 2.

The delivery of the Skills Bill will see the introduction of Local Skills Improvement Plans (LSIP), expected in Hertfordshire over 2022/23, led by Hertfordshire Chamber of Commerce, which will set out the key changes needed in local areas to make post-16 technical education and training more responsive to employers' skills needs.

This includes Apprenticeships which provides a great opportunity for Hertfordshire to accelerate demand for apprenticeships through a wide-reaching employer engagement effort and enhancements to careers education and advice on apprenticeships.

The Hertfordshire picture

For Hertfordshire, tackling skills shortages and job vacancies in sectors of economic strength and high employment is a priority. For our county this includes construction, health, hospitality and leisure, film, media and creative, business and

financial services, technology, science, engineering, and the green economy. We also recognise skills gaps in digital fluency, employability and management skills.

Since the introduction of the Apprenticeship reforms in 2017 there has been a fall in the number of apprenticeships starts across the country, particular evident within employers that do not pay the Apprenticeship levy, which was even more pronounced during the coronavirus pandemic. In 2015/16, prior to the 2017 Apprenticeship reforms, total starts were 6829. In comparison to the 2021/22 total Hertfordshire resident starts of 5,435 this is a 20% reduction in overall starts. It should be our early ambition to get close to pre-pandemic starts by the end of the 22/23 academic year and build on growth from then on.

Reassuringly, there has been a marked increase in Apprenticeship starts as published by the Department for Education (DfE). The first two quarters of the 2021/22 academic year show starts were 3,564, up by 19% from 2020/21. Data also shows the proportion of apprenticeship starts in the under 19 age group have recovered following the drop seen in 2020/21. The percentage now stands at 23 per cent, compared to 19 per cent in 2020 and 27 per cent in 2019.

The number of starts from learners aged 25 has remained steady increasing slightly – from 1,467 in Q2 2020/21 to 1,472 in Q2 2021/22 but the 19-24 age group has seen a marked increase from 940 in Q2 2020/21 to 1,243 in Q2 2021/22.

Higher apprenticeships continue to grow in 2021/22. Starts at levels 4 to 7 increased by 20 per cent to 1,380, compared to 1,148 in the same period 2019/20.

Nationally, starts at level 6 and 7 (degree level) increased by 35 per cent from 14,300 in the first quarter of 2020/21 to 19,400 in 2021/22.

The breakdown of apprenticeship achievements by subject area in Hertfordshire follows a similar



trend to the national data. Both nationally and within Hertfordshire, 28% of apprenticeship achievements in 2020/21 were within business, administration and law. A greater percentage of Hertfordshire residents achieved apprenticeships in health, public services and care compared with the national picture (25% compared with 24%). Most notably, 5% of Hertfordshire residents achieved apprenticeships in leisure, travel and tourism, compared with 3% nationally (Source: SAP Local Skills Report).

STEM apprenticeships

The engineering, scientific & technical sector has a large presence in Hertfordshire, particularly in the 'science and technical corridor' based along the mid-Herts stretch of the A1M. More investment is needed in higher skills development to meet skills gaps in growth sectors with greater take up of STEM subjects needed across education including schools, apprenticeships, FE and HE. This is a key opportunity area for Hertfordshire - supporting more of our residents into employment in STEM careers and providing them with access to apprenticeship programmes to ensure they have the skills needed to achieve in these industries.

Our apprenticeship providers

Starts by provider type over the 2020/21 academic year include 625 General FE College starts, 735 other public funded i.e. HE, 4,044 Private Sector Public Funded starts and 20 Special College starts. This evidences the dominance and importance of the independent training provider in the Apprenticeship landscape.

A further understanding of who the main independent training providers are in our region is important, whether a gap in provision is apparent, which providers specialise in our priority sectors, particularly STEM apprenticeships and do our education sector and employers know of these qualification programmes so they can be promoted to young people and the workforce.

This provider analysis clearly indicates an opportunity to grow apprenticeship provision within our current Hertfordshire-based providers however any barriers to growth need to be understood. This might include availability of skilled staff with the required expertise in Apprenticeship delivery and occupational

knowledge or challenges with funding accountability.

Hertfordshire Careers Hub

Our Hertfordshire Careers Hub has the responsibility of 'increasing awareness of and interest in technical education and apprenticeships' within the education network. Work is taking place to raise awareness of the ever-changing landscape of technical and vocational routes including the roll out of T Levels to students, parents, teachers and employers.

The Careers Hub recognises the importance of managing expectations of students and employers particularly while the availability of T Levels requires greater clarity and development. Apprenticeships are a key priority and through Careers Hub interventions the anticipated impact will be;

- Parents and teachers having a greater understanding and awareness of technical and vocational routes.
- Younger people having greater awareness of all vocational and academic choices available to them.
- More young people choosing technical and vocational routes at key decision times.

The 2022 parents and carers Apprenticeship Awareness survey saw an increased level of response rate of 69% indicating a renewed interest in Apprenticeships. Key findings of the survey can be found here and the teacher and careers adviser survey, here. A summary of findings includes:

- 64% of parents/carers would consider an apprenticeship for their child, a 10% decrease since 2019.
- Overall only 1 in 10 parents feel confident about the apprenticeship application process. There is a clear, progressive increase in apprenticeship application awareness and confidence amongst parents and carers as their children progress through the school years, with application awareness levels at Year13 being highest (24%).



- 74% of teachers stated that they either know nothing about, or very little about Apprenticeships (compared with 22% who state the same about HE/University).

This survey evidences low levels of knowledge of apprenticeships and the application process by teachers (compared to degree programmes), leading to:

- Lack of understanding of apprenticeships.
- Lack of uptake of apprenticeships, with students favouring a degree over technical programmes.
- Lack of parity of esteem between academic and apprenticeship route.
- Gaps in apprenticeship support for Year 12 and Year 13 students, limiting progression into post-16 or post-18 technical pathways.

Feedback also suggests that our education sector can have challenges around the ongoing posting of apprenticeship vacancies by employers which can often fall outside the traditional academic calendar. The process to apply for University through UCAS is cyclical and structured whereas Apprenticeship opportunities can be available throughout the year and young people need to prepare accordingly.

Findings from these surveys provide strong evidence that much more needs to be done to raise awareness of the opportunities through apprenticeships with schools, teachers, careers leaders, parents and carers, Our Hertfordshire Careers Hub and supporting partners are very well positioned to address these access barriers to apprenticeships.

Our employers

With regard to qualitative feedback from employers there has not been a national skills survey since 2019 and the latest in Hertfordshire was also in 2019 commissioned through the Skills Support for the Workplace project. Therefore there is a lack of recent data in respect of the level of specific employer engagement with Apprenticeships. The introduction of the Local Skills Improvement Plan will hopefully help to address this.

Apprenticeship take up in Hertfordshire does not easily align with the future growth of our priority sectors e.g. film and media, life sciences, advanced engineering, visitor economy. For example, within our creative industries which are dominated by micros and freelancers, the 12-months of employment required to achieve the qualification is not realistic. The new flexi-job apprenticeship model can however offer a new route into these industries.

Rapidly changing policy at a national level makes it difficult for smaller employers to understand the process and fully engage with Apprenticeships. Reaching young talent is also difficult for our SMEs as they might not have the resources to effectively engage with the education landscape and in recruitment they compete against the larger levy payers with the known brands.

Opportunity exists to engage with our Levy-payers to provide support for them to either fully recoup their own levy or work with Hertfordshire SMEs to transfer funds locally. A national survey of employers (undertaken by Survation on behalf of London First) revealed nearly half of levy paying employers have returned unspent levy to the Treasury. Of these, 24% of businesses reported that have been unable to use any levy funding and only half (51%) are currently transferring unspent funds within their supply chain. When asked about the barriers to transferring the most cited problem was its complexity (28%).

However, despite the complexity within Apprenticeships there is certainly appetite amongst our business base to recruit their future talent through these qualification programmes. Apprenticeship vacancies posted on the Find an Apprenticeship service have increase 42% since November 2021 and there is a similar appetite from job seekers with our HOP portal evidencing increasing apprenticeship searches month by month through 2022. We know Apprenticeships are at the heart of the local labour market skills solution.

Diversity and inclusion

Work is taking place to promote apprenticeship opportunities in schools where we can give students from lower socio-economic backgrounds or those with barriers to employment, such as a disability or a care-leaver, the chance to learn about the career



opportunities available within Hertfordshire and across the wider labour market. Evidence highlighted in the Social Mobility Commission report, 'Apprenticeships and Social Mobility – Fulfilling Potential', June 2020, shows there has been improved take up of apprenticeships across many social economic groupings, however it is equally true that there is a need to reinforce the importance of inclusivity and diversity.

Almost all apprenticeships can be made accessible and having additional needs shouldn't restrict people's employment opportunities. Programmes such as Inclusive Apprenticeships provide a flexible, bespoke "earn while you learn" programme designed for those with a recognised learning difficulty or disability. The government's Access to Work scheme can also provide grants to pay towards specialist equipment and support

costs within the workplace, such as a job coach or support worker. For these reasons, apprenticeships can be a great route for individuals with additional needs to get skilled jobs.

Our four FE Colleges all provide inclusive learning programmes such as supported internships, traineeships and apprenticeships and Hertfordshire also benefits from a number of supported employment programmes being delivered through independent training providers, DWP initiatives such as the Restart programme and through Hertfordshire County Council's Step2Skills programme and their supporting supply chain. These services are providing support for residents with learning difficulties or disabilities into employment which could include apprenticeships.



Our targets

Our ambition for apprenticeships is building on a solid foundation of existing engagement and provision across Hertfordshire.

Reflecting on the definitions of apprenticeship success as described in Section 2, with a key focus on the three-way partnership – apprentice, employer and provider – and the wider sphere of influence including our business intermediaries, CEIAG network and skills stakeholders, we are confident that with further consolidated focus we can achieve the following targets taking us to 2025:

- Increase the total number of Hertfordshire residents accessing apprenticeships by 40%, from 5,435 in 2021/22 to 7,609 in 2024/25¹.
- Increase the amount of monthly apprenticeship vacancies advertised through HOP (measured over a 3-month rolling period) from 547 in 2021/22 to 750 in 2024/25.
- Increase the number of non-levy payers recruiting and training apprentices (measure to be agreed).
- In line with government ambitions, work towards an achievement rate on apprenticeship standards of 67% by 2024/25 – a 15 percentage point increase on the rate in 2022.
- Increase take up of STEM related apprenticeships by 20% from 2,601 in 2020/21 to 3,121 in 2024/25.
- Increase higher and degree level apprenticeship opportunities from 2,144 in 2020/21 to 3,000 in 2024/25 to broaden the choice of destination for young people leaving education at Key Stage 5.
- Support levy-payers to transfer £250,000 of apprenticeship funds to non-levy payers by 2024/25.
- Increase parent/carer confidence about the apprenticeship application process from 1-in-10 to 5-in-10 by 2024/25.
- Decrease teachers' lack of confidence in the apprenticeship application process from 74% in 2021/22 to 40% in 2024/25.
- Increase the number of residents with a disability starting an apprenticeship by 15% from 500 in 2020/21 to 575 in 2024/25.

Note: data can be found in the [Hertfordshire Apprenticeship 2020/21 Full Report](#) which will be published annually by the LEP. Read the Careers Hub's [Hertfordshire Parent and Carer Apprenticeship Awareness Survey 2022](#) and [Hertfordshire Teachers and Careers Advisors Apprenticeship Confidence Survey 2022](#) – these surveys are conducted annually. Data on monthly HOP vacancies, non-levy payer starts, levy-transfer and apprenticeship achievements will also be published annually by the LEP.

¹ Although an increase of 40% seems a stretching target, this represents only an 11% increase on our 2015/16 starts of 6,829 before the 2017 apprenticeship reforms and COVID-19 pandemic. Early indications from the first two quarters of the 2021/22

academic year show starts were 3,564, up by 19% from 2020/21, so we are moving in a positive direction.



Strategy Themes and Cross Cutting Priorities

We will work towards achieving these targets by focusing on the following themes and cross-cutting priorities:

Apprenticeship Growth Themes and Cross-Cutting Priorities



Objectives

The objectives and targets we have identified will be reviewed on an annual basis and revised if no longer sufficiently stretching or are unrealistic. In order to achieve our targets the following objectives have been identified.

1 YOUNG PEOPLE: Enabling young people, aged 16-24, to make informed decisions about the pathways available and supporting their progression into apprenticeships.

1.1 Showcase career pathways for 16-24 year olds (and their parents, teachers and influencers) which reflect Hertfordshire's priority and growth sectors, mapping to apprenticeship standards, which will ensure an increase in student apprenticeship applications from schools. Providing targeted support to young people to improve their knowledge of the apprenticeship application process.

1.2 Work with all establishments in Hertfordshire providing Careers Information, Advice and Guidance to enable careers advisers to provide impartial and accurate information to their clients, promoting apprenticeships as an equal, rewarding and prosperous career pathway.

1.3 Raise awareness of apprenticeship vacancies to 19-24 year olds such as those who have already left school, are leaving further/higher education, have barriers to employment, or already entered the labour market but not reached their potential.

2 ADULTS: Ensuring adults (employed, entering or returning to the labour market) are able to access apprenticeship solutions to upskill or retrain.

2.1 Showcase apprenticeships to our workforce and potential adult workforce, as a solution to upskill, retrain, enter new sectors and gain professional qualifications, increasing the future careers prospects of Hertfordshire employees and increasing their productivity.

2.2 Work with the into-employment programmes in Hertfordshire that support our residents to re-enter the labour market, promoting apprenticeships as a viable option – this includes DWP work coaches, the National Careers Service, the voluntary and community sector and other government funded employment projects.

3 EMPLOYERS: Supporting our employers to be confident and informed on apprenticeships and sharing tools, advice and guidance to ensure their apprenticeship programmes are offering a high-quality experience.

3.1 Improve the quality of the information to employers to raise awareness about the business benefits of apprenticeships as an approach to 'grow your own' workforce, solving skills gaps, increasing opportunities for existing employees and widening an employer's reach to attract new talent.

3.2 Provide targeted support to employers in order to:

- Reduce the number of apprenticeship vacancies not filled (through positive recruitment).
- Improve apprenticeship achievements by ensuring employers and the apprentice have a clear understanding of what is required by all parties to ensure completion.



- 3.3** Support employers to engage with education (schools, further and higher education, independent training providers and adult education programmes) to reach a wider talent pipeline and inspire residents to work locally in our growth employment sectors.
- 3.4** Provide resources and advice to employers to embed apprenticeship development within their organisation including on-the-job training solutions, mentor support, ongoing skills development training and comprehensive inductions.
- 3.5** Maximise the use of the Apprenticeship Levy through two routes:
 - For levy payers to increase the skills and professional qualifications of employees within their organisation.
 - Using levy-transfer opportunities as a catalyst to reach SMEs/non-levy payers who need to attract new talent and/or upskill existing employees.

4 PROVIDERS: Supporting our providers and ensuring apprenticeship provision reflects our economic needs (sectors and places).

- 4.1** Work in partnership with local sector groups to assess skills gaps and explore opportunities to develop locally based provision to meet industry skills gaps and future opportunities. Ensuring Hertfordshire is developing talent pipelines aligned with our county's priority sectors – particularly supporting the implementation of the Hertfordshire Local Skills Improvement Plan.
- 4.2** Identify and encourage clear progression pathways from intermediate level through the advanced, higher and degree apprenticeships.
- 4.3** Increase apprenticeship opportunities within STEM career pathways, particularly supporting science, technology, engineering and manufacturing job roles and apprenticeships that support our net zero ambitions.
- 4.4** As the T Level programme accelerates across Hertfordshire, ensure both pathways are complimentary and a clear progression pathway exists from T Levels onto higher level apprenticeships (or higher technical qualifications) where available.
- 4.5** Promoting opportunities across Hertfordshire to support providers to recruit and attract the staff needed to deliver technical education. Strengthening the relationship between technical education providers and experienced industry experts.

5 Working in partnership across the region to be advocates for apprenticeships.

- 5.1** Showcase best practise and celebrate success through initiatives such as National Apprenticeship Week, Hertfordshire LEP Generation events and the Apprenticeship Ambassador Network to increase levels of employer and resident confidence and engagement in apprenticeships.
- 5.2** Respond to and influence local, regional and national apprenticeship issues by representing our local employer and provider viewpoints in consultations.
- 5.3** Work with skills and business networks/forums in Hertfordshire to promote apprenticeship opportunities and provide the necessary resources and tools to enable partners to cascade the benefits of apprenticeships to their customer. This could include the Local Skills Improvement Plan steering group, Hertfordshire Apprenticeship Alliance, Provider Networks, sector forums, Growth Hub, Federation of Small Businesses, Pathways to Employment forum etc.

6 Showcasing apprenticeships as a meaningful tool to support social mobility and employment pathways for residents with Special Educational Needs and Disability (SEND) or Learning Difficulties and Disabilities (LDD).



- 6.1** Establish measures for social mobility that enable the county to identify and improve the positive impact of apprenticeships for Hertfordshire residents.
- 6.2** Widening participation in Hertfordshire apprenticeships by targeting under-represented groups such as care leavers, ethnic minorities, residents with SEND/LDD, those not in employment, education or training, and refugees.
- 6.3** Support employers to ensure they are embedding diversity and widening participation into their recruitment processes and reaching residents who are in disadvantaged circumstances. Showcase traineeships, supported internships or other initiatives as a pathway to apprenticeships.



Governance

In order to achieve the objectives outlined above, an Apprenticeship Action Plan will be produced and owned by key stakeholders who will form the Hertfordshire LEP Apprenticeship Sub Group.

The Action Plan will be reviewed quarterly in order to monitor progress and ensure modifications are made in light of changing government, economic drivers and other factors. Progress will be reported quarterly to Hertfordshire LEP's Skills Advisory Panel and the Hertfordshire Skills and Employment Strategy working group (consisting of representatives from the LEP, Hertfordshire County Council and DWP).

The LEP sub-group will have the following remit:

- Work in collaborative partnership to improve opportunities for the growth of apprenticeships at all levels.
- Inform the development, delivery and monitoring of the actions required to drive the Apprenticeship Growth Strategy.
- Respond to local, regional and national apprenticeship issues, reporting key issues to the LEP Skills Advisory Panel.

- Promote additional apprenticeship funding opportunities and seek additional funding resources to promote the development of apprenticeships across Hertfordshire.
- Act as Hertfordshire's 'voice' in response to apprenticeship consultation.
- Support and promote National Apprenticeship Week and local apprenticeship initiatives and work closely with national and regional apprenticeship ambassadors.

The LEP Skills team will facilitate the development of the strategy and the ongoing sub-group activity. The LEP will also work with partners to co-ordinate the necessary PR and stakeholder engagement required to communicate our vision for apprenticeship success to our employers, providers, partners, residents, young people, parents and carers.



Next Steps and Summary

It is our aim to produce a workable Action Plan agreed by the Skills Advisory Panel and Skills and Employment Strategy working group by the end of 2022.

In order to progress to accountable actions, the LEP Apprenticeship Sub Group will take the following steps:

- Agree the Terms of Reference (ToR) and governance of the LEP Apprenticeship Sub Group and schedule quarterly meetings.
- Convene 'theme' working groups in order to develop SMART actions per objective with clear accountability and timelines.
- Create a stakeholder communications brief to cascade the Apprenticeship Growth Strategy to wider Hertfordshire skills, careers and employment partners.
- Host a county-wide webinar by December 2022 to brief interested parties on our vision and strategy, targets, objectives and actions.

- Produce a quarterly monitoring report to feedback on progress against targets to the Skills Advisory Panel.

This strategy aims to bring about apprenticeship growth by developing a shared vision to incentivise and enable all parties to collaborate in a meaningful way that will raise awareness and improve knowledge of apprenticeships, and by showcasing the impact that apprenticeships can have on the individual, employer and Hertfordshire's economy.

There is no new funding to develop and deliver the Hertfordshire Apprenticeship Growth Strategy however there is a commitment from our countywide partners that a strategy provides a common platform against which to align their own strategies. Working collaboratively now will put Hertfordshire in the best position to secure funding when it is available in our region.



Sample Apprenticeship Growth Strategy Action Plan

YOUNG PEOPLE: Enabling young people, aged 16-24, to make informed decisions about the pathways available and supporting their progression into apprenticeships

No.	Objective	Measure	Action	Accountability	Timescale
1.1	Showcase career pathways for 16-24 year olds (and their parents, teachers and influencers) which reflect Hertfordshire's priority and growth sectors, mapping to apprenticeship standards, which will ensure an increase in student apprenticeship applications from schools. Providing targeted support to young people to improve their knowledge of the apprenticeship application process.	Increase the percentage of young people who move onto an apprenticeship from full-time education.	<p>Develop and widely disseminate a clear strategy which focuses on a twin-track system for post-16 and post-18 education, encouraging students to apply for both a university place and an apprenticeship and providing them with the knowledge and resources to do so.</p> <p>Ensure HOP is showcasing careers pathways for 16-24 years olds across our priority sectors which clearly map to apprenticeship qualifications.</p>	<p>Careers Hub</p> <p>Hertfordshire County Council</p> <p>Herts4Learning</p> <p>HOP</p>	Throughout the 2022/23 academic year.

ADULTS: Ensuring adults (employed, entering or returning to the labour market) are able to access apprenticeship solutions to upskill or retrain.

EMPLOYERS: Supporting our employers to be confident and informed on apprenticeships, and sharing tools, advice and guidance to ensure their apprenticeship programmes are offering a high-quality experience.

PARTNERSHIPS: Working in partnership across the region to be advocates for apprenticeships.

PROVISION: Supporting our providers and ensuring apprenticeship provision reflects our economic needs (sectors and places).

SOCIAL MOBILITY/LDD: Showcasing apprenticeships as a meaningful tool to support social mobility and employment pathways for residents with SEND/LDD.



