

“35,000 new Apprenticeships”

***What does this mean in the
East and in Norfolk?***

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Agenda



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- **Background**
- **What needs to be done**
- **Overview of the National Apprenticeship Service (NAS)**
- **Overview of Vacancy Matching Service**

Background



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**PM and Skills Secretary announce at Rolls Royce
Derby – 35,000 extra apprentices**

Where are we?

Where do we have to go?

Background



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PM and Skills Secretary announce at Rolls Royce
Derby – 35,000 extra apprentices

Where are we? **2008 – 224,000**

Where do we have to go? **By 2010?**

In in 5 YP undertaking an Apprenticeship

What needs to be done?



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(Messages)

- **Leitch - still important or more so?**
- **Regional Context – The need to up skill the region's workforce**
- **Key challenges - employer engagement (Learner engagement will also be important)**

What needs to be done?



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(Messages)

KEY MESSAGE

- **The access for employers to subsidised skills training to equip your workforce for a future upturn.**

What needs to be done?



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(Sub Messages)

- **Apprenticeships – to assist up skilling a new but younger workforce**
- **Value of Apprentices and their progression**
- **Costs benefits to employer workforces**
- **Apprenticeships are an investment in the future and need to sold that way**

What needs to be done?



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(Sub Messages)

- **Historical context**
- **Where do companies want to be when the downturn ends?**
 - **Without a skilled workforce**
 - **Without a younger workforce**
- **Recruiting apprentices sends out a positive message to customers and supply chains**

Where do the message need to go?

- **Three main channels**
 - **Public Sector**
 - **Private Sector**
 - **Learners**

Public Sector



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- **Local Government**
- **Health Sector**
- **Civil Service**
- **Education**

Private Sector



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- **To employers directly**
- **Via Intermediaries**

Private Sector & Learners



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- To employers directly
- Via Intermediaries

Learners

- **Young People**
- **Adults**

NAS & VMS



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NAS = National Apprenticeship Service

VMS = Vacancy Matching Service

Background



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- Currently no consistent national system to bring together employers with Apprenticeship vacancies and potential apprentices.
- Implementation of a matching service identified as a key driver to increase participation rates in Apprenticeships (1 in 5 young people undertaking an apprenticeship each year by 2020).

National Apprenticeship



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Service

It is recognised that the system needs to sit within a wider Apprenticeship Support structure. The new **National Apprenticeship Service** (NAS) will provide this structure.

National Apprenticeship Service will be fully functional by April 2009 to :

- take end-to-end responsibility for Apprenticeships
- be a separate and distinct service within the LSC
- operate at national and sub-regional level

National Apprenticeship



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Service

NAS will provide a dedicated field force:

- to complement the skills brokerage service
- to work with employers and Apprentices from initial interest to completion and progression
- to help careers guidance staff in schools and colleges
- to manage relationships with other stakeholders, including Local Authorities and Sector Skills Councils

VMS Purpose



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- To provide a single web based location for high quality and dynamic information on Apprenticeships for use by:
 - employers
 - potential apprentices,
 - their parents/guardians
 - learning providers
 - those providing advice
- To provide powerful management information on all aspects of Apprenticeship recruitment, including for the first time demand from potential apprentices

Purpose



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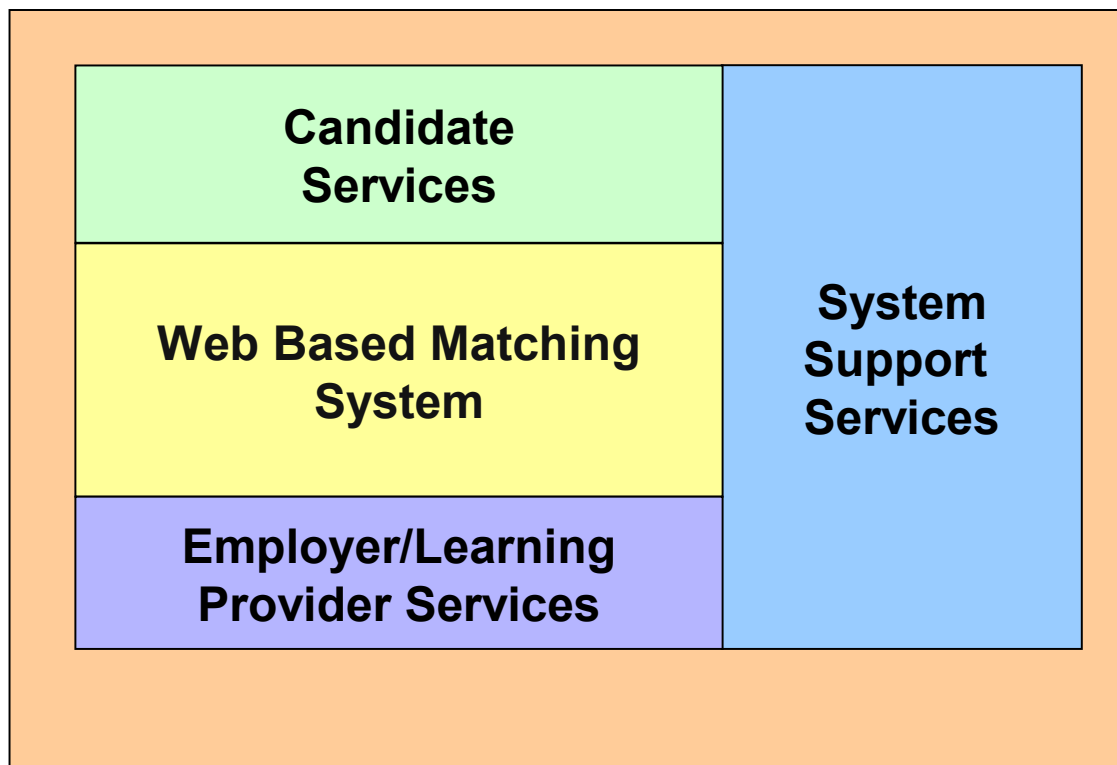
- To match potential apprentices to employers with vacancies
- To track candidates' and employers' progress through the system and identify where intervention is needed
- To record all Apprenticeships and employers offering them

More than just a “matching system”

Vacancy Matching System Overview



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An Employer/Learning Provider Service

That provides Information, guidance and training to Employers on how to make best use of the Matching Service and help potential employers to make informed choices as to which Apprenticeship opportunities they should/would advertise.

Provide Information, guidance and training to Providers on how to access the Matching Service and help potential employers to make informed choices as to which Apprenticeship opportunities they should/would advertise.

Benefits to



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candidates

- A one stop shop for Apprenticeship, provider and employer information
- Access to an interactive My Apprenticeship Space to save information and receive updates and alerts
- Ability to search and apply for local, regional or national Apprenticeship vacancies (important if they are relocating)
- Extensive choice in the types and availability of vacancies

Benefits to



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employers

- Free recruitment service for Apprenticeships
- Vast database of interested candidates to push vacancies towards
- Flexibility of involvement
 - hold contract and manage vacancy matching activities
 - hold contract and provider manages vacancy matching activities
 - provider holds contract and manages vacancy matching activities with employer having visual progress reports through the system

Benefits to



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Employers

- Quality assured Apprenticeship recruitment process
- National profile of Apprenticeship opportunities
- Employer can receive updates and other relevant Apprenticeship information
- Access to 'My Apprenticeship Space' where links and relevant information can be saved in one area for ease of access
- Allow links to their own recruitment websites
- Candidate application details can be exported to enable sifting and integration with existing HR systems.

- My Apprenticeship Home
- Message Board
- My applications
- My saved vacancies
- My saved searches
- Find a Vacancy
- My Profile
- Application Form
- Alert Preferences
- Voucher
- Change Password
- Support
- Logout

My Apprenticeship Home


Silvain DuBois

Messages

You have 5 messages (2 unread)

Go

Applications

 You have 2 updates in your applications

Go

Saved Vacancies

You have 1 saved vacancies

Go

Saved Searches

[How to Save a Search and Have Favourite Search](#)

Search For Vacancies

Find more apprenticeships

Go



Conclusion



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- **Downturn**
- **New focused NAS**
- **VMS deployed**
- **We need your help**