



Public Sector Apprenticeships – Communications Campaign

Thank you for your continued support with public sector apprenticeships.

As we draw to the end of the year and with the release of statistics outlining the public sector's first year progress towards the public sector apprenticeship target [Public Sector Apprenticeships in England 2017 to 2018](#) we would like your help to show case the good news stories and successes from across the public sector. Through this burst of activity in the last two months of the year, we aim to increase the supply of quality apprenticeships and to boost apprenticeship starts, building on from the momentum in the World Skills UK Live Show.

Key messages:

Minister for Skills and Apprenticeships Anne Milton said:

"I am very pleased to see the number of apprenticeship starts rising in the public sector. I am particularly pleased to see that vital services like the NHS are doing well, and along with the Royal Navy are leading the way.

"With exciting apprenticeship opportunities available from nursing to policing to firefighting, there is something for everyone! I visited Leeds Teaching Hospital recently where I saw first-hand how apprenticeships have changed people's lives and are helping to make sure the NHS can continue to get the skilled nurses they need. I want to see other public sector employers rising to the challenge so that more people can get the skills they need to get a good job and rewarding career.

"We want to see as many people as possible doing apprenticeships. We are working with employers to create more options. It's great to see the latest figures showing that of all apprenticeship starts 43.7% are on our new high quality apprenticeship standards – that's up from 4.8% this time last year."

Supporting narrative

- The apprenticeship reforms have changed the apprentice landscape so much that many public sector employers have now reframed their views on apprenticeships, focusing on clear high quality progression pathways ultimately raising the skills levels and aspirations of their staff.
- The public sector apprenticeships target provides public sector employers with the opportunity to review their approach to the recruitment and training of staff, ensuring they are attracting and retaining people with the skills they need to deliver world-class public services.
- We are working across the public sector to make sure all public bodies can benefit. For example, we are with NHS trusts and Health Education England to make sure the NHS is fully supported to recruit apprentices, and with the Local Government Association to provide similar support to local authorities. We expect to see numbers rise as employers embed the apprenticeship agenda into their long-term workforce plans.
- Public sector bodies (the armed forces, NHS, schools, and many others) are fully involved in developing new, high quality apprenticeship standards – and that's great to see. Standards are available for teachers, nurses, police constables, fire fighters,



managers, and many more – the full list is available on the [IfA website](#). And we are already hearing from public sector employers, providers, and apprentices that they are creating a step change in the quality of apprenticeships across the country.

- The Civil Service is also leading the way in recruiting apprentices, but our strategy is about more than just numbers. It is our commitment to improve social mobility and strengthen the skills base of the Civil Service, through high quality learning opportunities that are embedded in professional career paths and accessible to all prospective and existing staff.

How you can help:

- Use some of our key messages, statistics and suggested content (Annex A)
- Share your own content (case studies/quotes) within your networks, social media and other channels
- Remember to include #Apprenticeships and #ApprenticeshipsWork in your messaging
- Refer contacts to apprenticeships available near them by visiting the government's [Find an Apprenticeship](#)
- Remember to share vacancies on [vacancy snapshot](#) through the Amazing Apprenticeships website <https://amazingapprenticeships.com/>

 Twitter  Facebook and  LinkedIn

Annex A

Key facts and statistics

Public Sector Stats

- **1.4% of workers in public sector bodies started an apprenticeship in the first year of the target (between 1 April 2017 and 31 March 2018).**
- Over 45,000 apprentices reported as starting work in this period from those declaring themselves in scope and included in averages.
- Apprentice recruitment rates across the public sector in the reporting period ranged from 9.1% in the armed forces to 0.2% in police forces.
- 1.4% of public sector employees were apprentices immediately before the start of the reporting period (31 March 2018). This had risen to 1.9% by the end of the year (31 March 2018) – an increase of 0.5 percentage points, equating to nearly 15,000 additional apprentices.
- Increases in apprentice employment rates seen across most areas of the public sector
- New apprentices account for one in ten of all appointments in the public sector in the reporting period.

Wider Programme Stats

- Link to our fact sheets:
 - Apprenticeships – [Employer Guide to Apprenticeships](#)
 - Standards – [Standards](#)
- By 2020 we will be investing nearly two and a half a billion pounds in apprenticeships per year, to increase the number of high-quality opportunities. That's double what was spent in 2010.
- We have put **quality at the heart of apprenticeships**. Old style apprenticeships known as 'frameworks' are being replaced, giving way to new high-quality employer-designed 'standards'. From the start of the 2020/21 academic year, all new apprenticeship starts will be on standards. These changes are making sure that today's apprenticeships reflect what business wants and need
- Over 350 standards are already approved, in all sectors of the economy - with more on the way. There have been 161,700 starts on apprenticeship standards reported in the provisional 2017/18 academic year; more than 6 times higher than the 23,700 reported at the same point the previous year (2016/17).
- The Department for Education met its own target in 2017-18, with 116 starts against a target of 108. This is great news, but of course we want to continue to build on this with even more fantastic opportunities for people to get a rewarding career.

Key quotes**Leeds Teaching Hospital NHS TRUST Head of Organisational & Development Learning Karen Vella said:**

Last year, the Trust employed nearly 600 Level 2 to Level 7 apprentices, across 29 programmes and a variety of disciplines, ranging from Business Administration to Facilities Management to Dental Nursing.

Apprenticeships have also helped the Trust address workforce need, reduce recruitment and agency costs, as well as giving back to the community through offering equal-opportunity apprenticeships to those who live in the local area.

There has been a lot of mis-information surrounding apprenticeships, and some existing members of staff felt an apprenticeship wasn't right for them. We have worked hard to promote apprenticeships as a form of learning in the workplace and we believe we have done this successfully. As a Trust, we want our staff members to make an informed choice and know that through an apprenticeship they can gain a qualification and start a career full of opportunities.

Brighton & Hove Council Apprenticeship Programme Manager Carla Butler said:

It's important the workforce reflects the community it serves, particularly in Local Authorities – and apprenticeships are a way of achieving this. We'd absolutely recommend apprenticeships to any employer. They are not only a great way to diversify your workforce, but national stats show they're productive, bring in new skills, and help with succession planning. There are a thousand reasons to employ apprentices – they're amazing

Buckinghamshire Fire & Rescue Services HR Manager Charlie Turner said:

We are keen to keep pushing forward with apprentices well into the future. With the Apprenticeship Levy and the 2.3% target for public sector organisations in view, the organisation is determined to invest in getting the right number of apprentices in the right places and improve its service to the community. As such, 2018 will also see the introduction of a management apprenticeship for its current staff, ranging from level 3 to level 7, creating more opportunities for staff to develop and realise their potential

Lancashire Teaching Hospitals NHS Foundation Trust HR Manager Andrew Stone said:

The shortage of nurses across the NHS is well known. But retaining nursing talent is also a problem. As a teaching hospital we train a lot of student nurses who often return home or move to other parts of the country once their training is complete. By recruiting local candidates via an apprenticeship and offering the opportunity to continue their learning at university, we hope to develop and retain local talent for the long-term.