

## Appendix 2

### Apprenticeship applications in Leeds

#### Research report, December 2013

### Recommendations

1. Ask the NAS for actual application data for the national vacancies so that it can be analysed and compared to the local data.
2. Analyse the marketing of individual advertisements on the National Apprenticeship Vacancy Matching Service to identify any quality issues that may be affecting the number of applications received.
3. Consult with young people themselves to garner reasons why or why they did / did not apply for particular vacancies. Include how the vacancies were marketed on the NAVMS and in other ways, where the young people saw the vacancies, etc. Link with the Youth Contract evaluation as part of this. NB A consultation is intended to take place on 16/01/2014
4. Analyse application data with regard to the size of the employer i.e. to find out if there is any difference in applications to small, medium or large employers. (The data about size of employers can be obtained from Employment Leeds)

### Overall conclusions

There were some factors that did appear to influence the number of applications to a greater or lesser extent and some that appeared to have no significant influence:

Influencing factors	Non-influencing factors
<ul style="list-style-type: none"> <li>§ Type/level</li> <li>§ Framework</li> <li>§ Employer</li> <li>§ Learning Provider</li> </ul>	<ul style="list-style-type: none"> <li>§ Weekly wage</li> <li>§ Geographical location</li> <li>§ No. of vacancies per advert</li> <li>§ Closing date</li> </ul>

## Executive summary

### Background and data

- I. **Apprenticeship starts in Leeds** - The total number of Apprenticeship starts in 2012-13 for 16-18 year olds resident in Leeds decreased by 34.9% compared to the previous year i.e. this age group has had a much greater reduction in the number of starts than the other age groups.
- II. This report provides a starting point for analysing why this has been the case and provides recommendations for further analysis. It includes graphs to show the demographics of the Apprenticeship vacancies and to correlate this to applications.
- III. **Data set** – The data used was from the Apprenticeship Live Vacancies Report for Leeds received from the Data Service of the National Apprenticeship Service (NAS).

The data was filtered to provide the most valid data set for analysis. The data set used consisted of:

- a. Apprenticeship applications from 16-18 year olds (includes some 19 year olds)
  - b. Apprenticeship vacancies within the Leeds local authority area
  - c. Vacancies advertised in November 2013 with closing dates in November 2013
  - d. All apprenticeship types/levels i.e. Intermediate, Advanced and Higher
- IV. The data set did not include:
    - a. Applications made outside of the National Apprenticeship Vacancy Matching Service i.e. direct to learning providers and employers through their own recruitment and selection procedures
    - b. Those vacancies advertised in November with closing dates in December 2013 and later
    - c. National vacancies – Defined as those vacancies offered by national employers where the employer is the same organisation as the learning provider and where there are 500 employees or more. This data is reported separately by the NAS and in a different format to the local data.

### Analysis

- I. **Criteria** – The criteria analysed was all the fields of data included in the NAS Live Vacancies Report i.e. the number of vacancies, number of applications, learning provider, employer, Framework, type/Level of Apprenticeship, closing date for applications, weekly wage and geographical location of vacancy.
- II. **Numbers of applications and vacancies** – In the data set analysed, there were a total of **3687 applications** for **233 vacancies**.

The numbers of applications were not evenly spread across all vacancies and there was wide variation from zero to 201.

- III. **No. of vacancies per advert** – The number of vacancies contained within any one advertisement ranged from one to six. The majority of advertisements contained one vacancy. The number of vacancies per advert did not appear to impact upon the number of applications
- IV. **Closing date** – The vacancies analysed were advertised in November 2013 and had closing dates in November 2013. A relatively high proportion (between 8-10%) of vacancies received zero applications by the closing date. The closing date did not therefore appear to influence the number of applications. NB The data from the National Apprenticeship Service (NAS) was received just prior to the end of November and so the percentage range allows for the fact that some of these vacancies may have received applications by the end of November but that was not known at the time of analysis.
- V. **Weekly wage** - The Apprenticeship National Minimum Wage (NMW) during 2013 for Apprentices under 19 or those in the first year of their apprenticeship was £2.68 per hour. Apprentice must be a minimum of 30 hours per week employed status which gives a minimum weekly wage of £80.40. Anyone not covered by the age categories above will be entitled to the NMW appropriate to their age. For 18-20 year olds, this was £5.03 per hour. For a 30 hour week, this works out at a weekly wage of £150.90.  
  
It would therefore appear that the wage Level has minimal or no impact on the number of applications. It is certainly the case that the highest wages do not attract the highest number of applications nor that the lowest wages attract the lowest number of applications. The bulk of applications were for vacancies that exceeded the Apprenticeship NMW and that were closer to the NMW for 16-18 year olds but this is largely accounted for by the fact that the majority of the vacancies were offered at these wage levels.
- VI. **Type/Level of Apprenticeship** – All levels of Apprenticeship were oversubscribed. The majority of Apprenticeships offered for the 16-18 age groups were at Intermediate Level, although Advanced Level Apprenticeships had the highest response rate (ratio of applications to vacancies). Higher Level Apprenticeships do not appear to be relevant to the 16-18 age group. The type/level of Apprenticeship offered does therefore appear to have an impact on the number of applications received.
- VII. **Frameworks** – The type of Framework offered did appear to influence the number of applications. In terms of overall numbers of applications, the most popular Frameworks were *490 Business and Administration Framework (CFA)* and *454 Accounting (FSP)*. When the response rate is taken into account i.e. the ratio of applications to vacancies, the Accounting Framework was by far the most popular with Framework 536 Employment Related Services being the next most popular. There were various Frameworks with a low response rate and two Frameworks that received zero applications.
- VIII. **Geographical location** – It would appear that geographical location does not particularly influence the number of applications, evidenced by the fact that all

Clusters had some vacancies and some applications and that half of all Clusters also had some individual vacancies that received zero applications.

The Clusters with the highest numbers of vacancies and applications were not necessarily those with the highest response rates (ratio of applications to vacancies).

- IX. **Employers** – The employer did appear to have an influence on the number of applications. A small number of employers offering a small number of vacancies received a relatively large number of applications. In contrast, there were a relatively large number of employers who received zero applications.

The data from the NAS does not give us information about the size of the employer and this may be worth investigating to see if it has a bearing on the numbers of applications.

- X. **Learning Provider** – The Learning Provider does appear to have a significant impact on the number of applications received and on the response rate (the ratio of applications to vacancies). Babington Business College had a particularly positive impact. This is likely to be related to the types of Apprenticeship Framework that the College offers, including Business and Administration, Accounting and Employment Related Services.

## Background

1. The key stakeholder groups for this research are the Scrutiny Board (Sustainable Economy and Culture), Leeds City Council, the Leeds Apprenticeship Steering Group, the Leeds Apprenticeship Hub and the Leeds Apprenticeship Training Agency (ATA)
2. The number of 16-18 year olds in Leeds starting Apprenticeships has markedly reduced between 2012-13 and 2013-14. There has been a total reduction of 8.7% in starts in Leeds in 2012-13 compared to the previous year. This figure is for all age ranges: 16-18 years, 19-24 years and 25 years and over.
3. The total number of Apprenticeship starts in 2012-13 for 16-18 year olds only has decreased by 34.9% compared to the previous year i.e. this age group has had a much greater reduction in the number of starts than the other age groups.
4. The Apprenticeship academic year runs from 1<sup>st</sup> August to 31<sup>st</sup> July.
5. The figures are for Leeds residents.
6. The total drop in Apprenticeship starts and particularly the drop amongst 16-18 year olds is a concern in terms of the Raising of the Participation Age and ensuring that all young people have an offer of further learning or training under the September Guarantee.

## Purpose

Undertake analysis of the applications to Apprenticeship vacancies for 16-18 year olds across the Leeds local authority area to identify the factors that positively or negatively influence the number of applications. This will help to inform the strategy to increase the number and quality of 16-18 Apprenticeship applications and starts within Leeds.

This research will contribute towards the ultimate outcome of increasing the number of successful applications and Apprenticeship starts within Leeds during the 2014-15 Apprenticeship year (Aug-July).

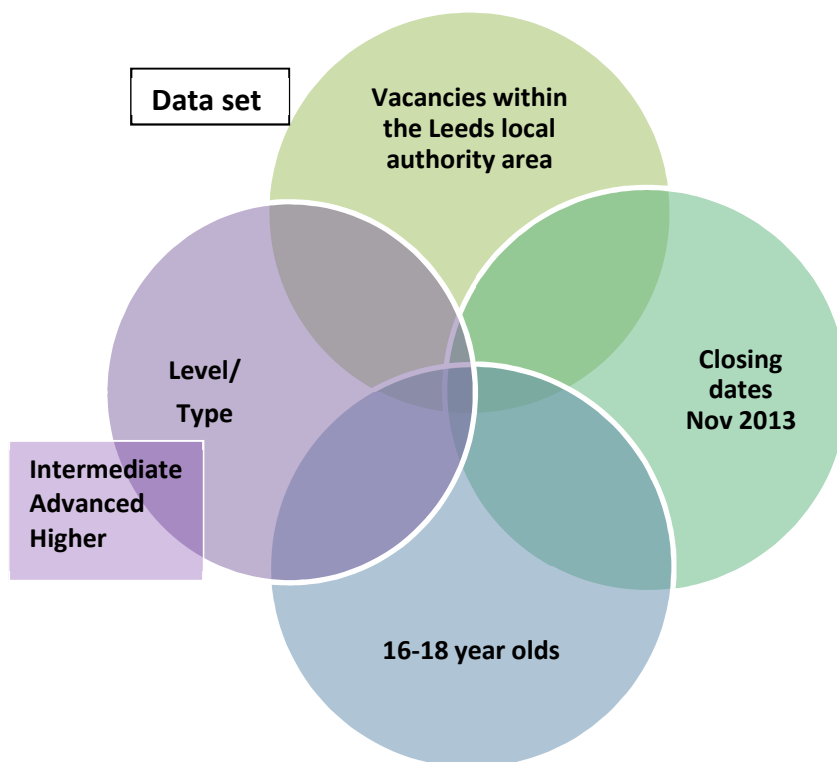
## Methodology incl. data set

The research was a desk-top exercise based on the Live Vacancies Reports for **November 2013** for Leeds from the NAS Data Service. Four weeks' worth of data was aggregated to provide the overall picture. The four sets of data were dated 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup> and 25<sup>th</sup> November.

The data covered applications from young people aged 16-18 (included some 19 year olds). The Leeds local authority area data has been filtered from this. The vacancies analysed were therefore based in the Leeds local authority area but the applications could have been made from young people (aged 16-18) anywhere in the country i.e. not necessarily from young people resident in Leeds.

The data covered vacancies advertised in November with deadlines ranging from November itself plus some in December 2013 and some in January/February 2014. Those with closing dates furthest away had the greatest number of zero applications at the point of analysis. In order not to skew the data regarding the numbers of zero applications, the data was filtered to show only those vacancies that were advertised in November 2013 that also had closing dates in November.

All types/Levels have been included i.e. apprenticeships at Intermediate, Advanced and Higher Levels.



We are aware that some apprenticeship applications are made outside of the National Apprenticeship Vacancy Matching Service (NAVMS) as some learning providers and some employers may use their own direct application and recruitment processes for some or all of their vacancies. The data reports received from the NAS Data Service do not, therefore, necessarily capture all applications for apprenticeship vacancies within the Leeds local authority area. The data within the reports should, however, capture the bulk of applications to Leeds vacancies.

There were national vacancies offered during this period i.e. where the employer and the learning provider were the same organisation. The other criterion for a 'national' vacancy is that the organisation has more than 500 employees.

There were 3 national employer/providers: MacDonal'd's Restaurants, British Gas and Carillion Construction. In total they offered 1,264 vacancies, all at Intermediate Level. These have not been included in the analysis as there was no indication of how many applications had been received to date. The number of vacancies and the number of vacancies available are the same figures which would indicate that no applications have been received or possibly that they haven't been recorded at this stage. Also, the closing dates for these vacancies were in December 2013 with one at the end of August 2014 and the local data analysed covered only those vacancies with closing dates in November 2013.

It would be useful to analyse the national vacancies separately and then compare to the local data.

Following the desk top research contained within this report, it will be useful to do some further research directly with young people.

## Analysis

Each of the criteria in the Apprenticeship Live Vacancy Reports from the NAS Data Service has been analysed to identify any patterns within the specified data set. The criteria were:

- § the number of vacancies
- § number of applications
- § learning provider
- § employer
- § Framework
- § type/Level of Apprenticeship
- § closing date for applications
- § weekly wage
- § geographical location of vacancy

## Number of applications per vacancy

The total number of vacancies advertised in November 2013 with November closing dates was **233** with a total of **3687 applications** received.

This represents an average of almost 16 applications per vacancy.

The highest number of applications per single vacancy was 201. There were 8 vacancies that attracted over 100 applications each with a total of 883 applications between them. This meant that 3.4% of the total number of vacancies attracted 24% of the total number of applications.

In contrast, 24 vacancies (10%) received zero applications.

### Conclusion

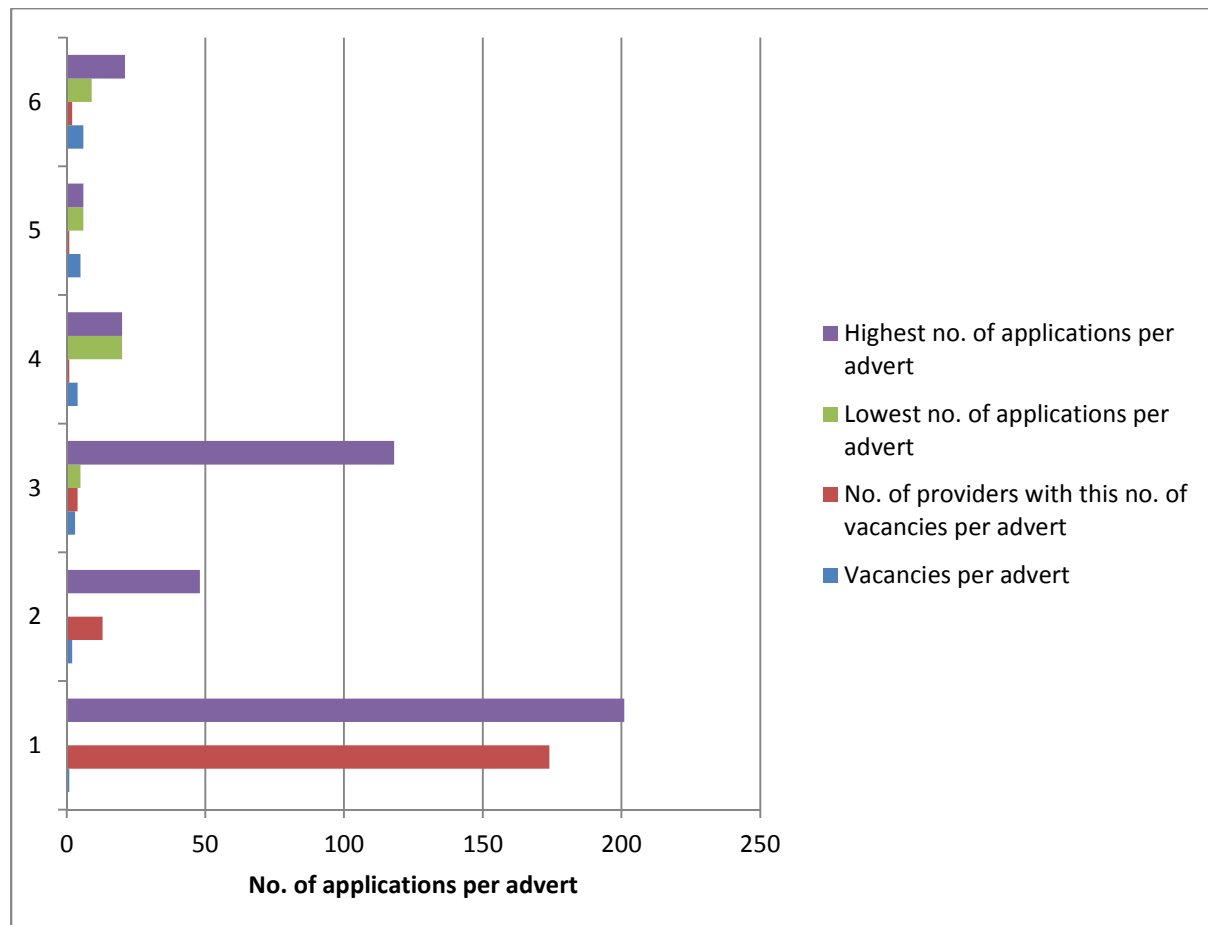
The number of applications per vacancy was not evenly spread and there was wide variation from zero to 201.

## Number of vacancies per advert

The vast majority of learning providers (174) advertised single vacancies i.e. one vacancy per advert. The maximum number of vacancies in any one advert was 6. The table and chart below show that one of the adverts that was for a single vacancy attracted the highest

number of applications per advert (201), although some of the single vacancies attracted zero applications. At the other end of the scale, the individual adverts with 6 vacancies per advert attracted between 9 and 21 applications.

Vacancies per advert	No. of providers with this no. of vacancies per advert	Range of no. of applications per advert	
		Lowest no. of applications per advert	Highest no. of applications per advert
6	2	9	21
5	1	6	6
4	1	20	20
3	4	5	118
2	13	zero	48
1	174	zero	201



### Conclusion

The number of vacancies per advert did not appear to impact upon the number of applications.



## Closing date

The November 2013 data included advertisements for vacancies with closing dates in November and December 2013 and a few in early 2014. Overall, the percentage of vacancies with zero applications increased as the closing date was further away, which was to be expected. See table below.

Closing date	No. of adverts	No. of vacancies	No. of applications	No. of vacancies with zero applications	% of vacancies with zero applications
Closing dates in November 2013	195	233	3687	24	10%
Closing dates in December 2013	105	164	1106	53	32%
Closing dates in Jan/Feb 2014	6	6	8	5	83%
<b>Total for all closing dates</b>	<b>306</b>	<b>403</b>	<b>4801</b>	<b>82</b>	<b>20%</b>

To provide the most valid data set, only those vacancies with closing dates in November 2013 were analysed to provide the rest of the data in this report.

For those vacancies that had closing dates at the end of November 2013, there were 10% of the vacancies that had not received any applications at the time of analysis. The last data bulletin used in this analysis was received from the National Apprenticeship Service on 25th November 2013, which was prior to November closing dates representing 5 vacancies. The figures above may not therefore show the final status for November applications.

Even if it was assumed that the 5 vacancies received some last minute applications, there would still have been just over 8% of vacancies with zero applications for vacancies with closing dates in November.

### Conclusion

A relatively high proportion of vacancies (between 8 and 10% of vacancies) received zero applications by the closing date. The closing date did not therefore appear to influence the number of applications. NB The data from the National Apprenticeship Service (NAS) was received just prior to the end of November and so the percentage range allows for the fact that some of these vacancies may have received applications by the end of November but that was not known at the time of analysis.

## Weekly wage

As taken from the [www.gov.uk](http://www.gov.uk) website, the Apprenticeship National Minimum Wage (NMW) during 2013 for Apprentices under 19 or those in the first year of their apprenticeship was £2.68 per hour. The Apprenticeship NMW applies to time working and time spent training as this is also part of the Apprenticeship. An Apprenticeship must be a minimum of 30 hours per week employed status.

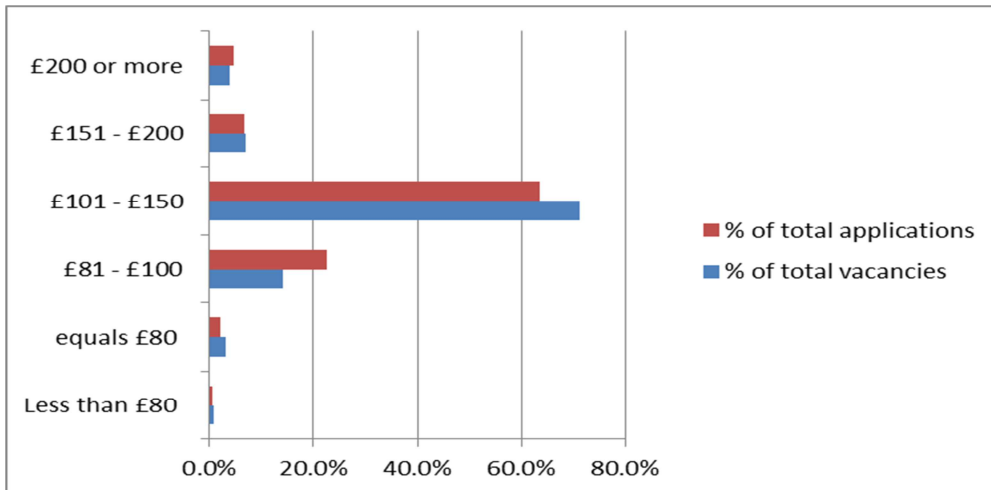
Anyone not covered by the age categories above will be entitled to the NMW appropriate to their age. For 18-20 year olds, this was £5.03 per hour.

Using the minimum 30 hour week required for Apprentices, the minimum weekly earnings for an Apprentice aged 16-18 compared to an employed young person of the same age on National Minimum Wage show that the Apprentice would earn £70.50 per week less:

	Hourly rate	No. of hours	Weekly wage
National Minimum Wage (NMW)	£5.03	x 30 hours per week	£150.90
NMW ages 16-18	£2.68	x 30 hours per week	£80.40
			<b>£70.50 difference</b>

The table and chart below show that the highest proportion of vacancies and applications were for vacancies paying between £101-150 i.e. above the Apprenticeship NMW and closer to the NMW for 16-18 year olds.

Weekly wage range	No. of vacancies offered	% of total vacancies	No. of applications	% of total applications
Less than £80	2	0.9%	18	0.5%
equals £80	7	3.0%	78	2.1%
£81 - £100	33	14.2%	835	22.6%
£101 - £150	166	71.2%	2341	63.5%
£151 - £200	16	6.9%	246	6.7%
£200 or more	9	3.9%	169	4.6%
<b>TOTALS</b>	<b>233</b>		<b>3687</b>	



There were 7 vacancies (with a total of 76 applications) that were offering the Apprenticeship NMW (See note below). This accounted for only 3% of all vacancies and 2.1% of all applications. At the highest salary levels (£200 or more per week), there were 9 vacancies that attracted a total of 169 applications, which accounted for nearly 4% of all vacancies and 4.6% of all applications.

The highest weekly wage was £269, which was over 3 times the Apprenticeship NMW.

For the vacancies that received the top 10 highest total applications per advert (representing a total of 12 vacancies), the weekly wage offered for those vacancies ranged from £100 to £140, which was above the Apprenticeship NMW.

For those vacancies that received zero applications, the weekly wage offered ranged from £94 to £234 i.e. a vacancy with one of the highest weekly wage across all vacancies, received no applications at all.

Worryingly, there were two vacancies (both offered by the same provider, Rathbone) that were below the Apprenticeship National Minimum Wage (NMW) of £80 per week. At £74 per week, this was £6 below the Apprenticeship NMW.

### Conclusion

It would therefore appear that the wage Level has minimal or no impact on the number of applications. It is certainly the case that the highest wages do not attract the highest number of applications nor that the lowest wages attract the lowest number of applications. The bulk of applications were for vacancies that exceeded the Apprenticeship NMW and that were closer to the NMW for 16-18 year olds but this is largely accounted for by the fact that the majority of the vacancies were offered at these wage levels.

## Type/Level of Apprenticeship

There are 3 types/Levels of Apprenticeships:

1. Intermediate Apprenticeships are at Level 2 (equivalent to grade \*A-C at GCSE)
2. Advanced Apprenticeships are at Level 3 (equivalent to AS/A-Levels)
3. Higher Apprenticeships are at Level 4 and above (equivalent of a first Level degree)

Each of these types/Levels was represented in the November 2013 application data.

The highest number of vacancies and the highest number of applications were offered for Intermediate Apprenticeships, which was to be expected from 16-18 year olds: 200 vacancies and 3120 applications, which accounted for 86% and 85% of the respective totals at all levels.

There were 32 Advanced Level vacancies receiving a total of 583 applications and only 1 vacancy offered at Higher Level, which received 2 applications.

All Levels of Apprenticeships were over-subscribed. The competition for vacancies at Intermediate and Higher Levels was almost the same. Intermediate Apprenticeship applications were nearly 16 times the number of vacancies and Advanced Apprenticeship applications were 18 times the number of vacancies.

### **Conclusion**

All levels of Apprenticeship were oversubscribed. The majority of Apprenticeships offered for the 16-18 age group were at Intermediate Level, although Advanced Level Apprenticeships had the highest response rate (ratio of applications to vacancies). Higher Level Apprenticeships do not appear to be relevant to the 16-18 age group. The type/level of Apprenticeship offered does therefore appear to have an impact on the number of applications received.

## Framework

*NB In this section, numbers preceding Framework titles are the national reference numbers for the Frameworks and are not to be confused with the numbers given as part of this local statistical analysis.*

There were 35 different Frameworks offered.

The table below shows the top 10 Frameworks in terms of the numbers of applications received. The table shows that the top 10 Frameworks accounted for 77% of the total number of vacancies and 86% of the total number of applications across all Frameworks.

The *490 Business and Administration Framework (CFA)* was by far the most popular, with twice as many applications as the next most popular, *454 Accounting (FSP)*. *Business and Administration* received a total of 1344 applications for 88 vacancies, giving a ratio of 15 applications to each vacancy.

Top 10 Frameworks by numbers of applications	Total applications	Total vacancies	Ratio (of applications to vacancies)
490 Business and Administration (CFA)	1344	88	15
454 Accounting (FSP)	694	5	139
443 Retail (Skillsmart)	239	8	30
488 Customer Service (CFA)	223	26	9
485 Sales and Telesales	165	25	7
414 Warehousing and Storage (Skills for Logistics)	136	5	27
419 IT Application Specialist	111	8	14
508 Hairdressing (Skills Active/ Habia)	110	11	10
536 Employment Related Services	79	1	79
565 Legal Services	72	2	36
<b>Total</b>	<b>3173</b>	<b>179</b>	
<b>As % of overall totals</b> <b>(3687 total applications = 100%;</b> <b>233 total vacancies = 100%)</b>	<b>86%</b>	<b>77%</b>	

The response rate is perhaps a better indicator of the popularity of a vacancy than the pure application numbers. In terms of response rate, the *Accounting Framework* was by far the most popular, receiving 139 applications for each of the 5 vacancies, with *Framework 536 Employment Related Services* the next most popular with 79 applications for one vacancy.

Top 10 Frameworks by Ratio of applications to vacancies (Response Rate)	Total applications	Total vacancies	Ratio (of applications to vacancies)
454 Accounting (FSP)	694	5	139
536 Employment Related Services	79	1	79
565 Legal Services	72	2	36
494 Technical Theatre	35	1	35
418 IT, Software, Web & Telecoms Professionals	69	2	35
540 Engineering Manufacture (Craft and Technician)	32	1	32
443 Retail (Skillsmart)	239	8	30
414 Warehousing and Storage (Skills for Logistics)	136	5	27
500 Property Services (Asset Skills)	51	2	26
402 Hospitality and Catering (People 1st)	34	2	17
<b>Total</b>	<b>1441</b>	<b>29</b>	
<b>As % of overall totals</b> <b>(3687 total applications = 100%; 233 total vacancies = 100%)</b>	<b>39%</b>	<b>12%</b>	

The Frameworks that appeared in both the top 10 application list and also the top 10 response rate list were:

Frameworks that appeared in both top 10 lists  
(in order of Framework number)

- 414 Warehousing and Storage (Skills for Logistics)
- 443 Retail (Skillsmart)
- 454 Accounting (FSP)
- 536 Employment Related Services
- 565 Legal Services

Interestingly, *Business and Administration* did not appear in both lists: the Framework had a high total number of applications but there were a lot of vacancies and so there was a relatively low ratio of applications to vacancies. *Accounting* did appear in both lists.

The Frameworks that received the lowest numbers of applications in terms of response rate were:

Frameworks with lowest ratio of applications to vacancies (Response Rate)	Total applications	Total vacancies	Ratio (of applications to vacancies)
408 Travel Services (People 1st)	5	1	5
436 Vehicle Maintenance and Repair	5	2	3
486 Marketing	5	2	3
582 Catering and Professional Chefs	14	7	2
542 Print and Printed Packaging (Pro Skills)	1	1	1
522 Construction Building	0	2	0
512 Plumbing and Heating	0	1	0

There were 2 Frameworks that received zero applications. They represented a total of 3 vacancies between them, which was 1% of the total number of 233 vacancies. It was surprising that these Frameworks received zero applications as Framework 519 *Construction Specialist* received 24 applications for 3 vacancies.

### Conclusion

The type of Framework offered did appear to influence the number of applications. In terms of overall numbers of applications, the most popular Frameworks were 490 *Business and Administration Framework (CFA)* and 454 *Accounting (FSP)*. When the response rate is taken into account i.e. the ratio of applications to vacancies, the Accounting Framework was by far the most popular with Framework 536 *Employment Related Services* being the next

most popular. There were various Frameworks with a low response rate and two Frameworks that received zero applications.

## Geographical location

The data shows that the majority of vacancies and applications were available in the Leeds local authority area. This includes Leeds, Bradford, Castleford, Dewsbury, Otley, Pudsey, Wakefield and Wetherby. NB The Leeds data is for learners who have applied for Apprenticeship vacancies within the Leeds local authority area. The applicants may come from within the Leeds area or outside. Some Leeds resident learners may have applied for vacancies out of area. Apart from the main Leeds district itself, vacancies in Pudsey received substantially more applications than the other out of area vacancies. This could be because it is the closest area to Leeds itself. Vacancies in two areas, Castleford and Wakefield, did not attract any applications at all and Otley attracted only one application. The assumption drawn is that these areas are geographically too distant from where the bulk of potential applicants live and/or that the travel to work journey would be prohibitive in terms of time and/or cost.

The data was also analysed in more detail based on the postcode of the employer and grouped into the Leeds local authority Cluster areas. See **Appendix 1** for a map showing the geographical location of the Clusters.

There are 25 Clusters as shown in the table below:

Cluster	Sum of Number of Vacancies	Sum of Number of Applications per Advert	Response Rate (Ratio of applications to vacancies)
ACES – Armley Cluster Extended Services	4	69	17
Aireborough	12	60	5
Alwoodley	4	26	7
Ardsley & Tingley	2	8	4
Beeston, Cottingley and Middleton	3	15	5
Bramley	10	88	9
CHESS – Chapeltown and Harehills Extended Support Services	4	64	16
EPOS – Elmete Partnership of Schools and Services	6	34	6
ESNW – Extended Services North West	4	152	38
Farnley	3	0	0
Garforth	11	99	9
Horsforth	15	556	37
Inner East	6	97	16
Inner NW Hub	18	215	12
JESS – Beeston Hill & Holbeck; Belle Isle & Hunslet	67	1510	23
Morley	19	240	13
NE-XT – Roundhay & Moortown	3	25	8
NEtWORKS -	3	30	10
OPEN XS – Little London, Burley & Hyde Park	16	194	12
Otley/Pool/Bramhope	5	1	0
Pudsey	10	113	11
Rothwell	1	9	9
Seacroft Manston	2	62	31
Templenewsam Halton	5	20	4
<b>Grand Total</b>	<b>233</b>	<b>3687</b>	<b>16</b>

In terms of numbers of vacancies, all Clusters had some Apprenticeship vacancies. The number of vacancies ranged from the lowest 1 vacancy in Rothwell to the highest 67 in the JESS Cluster. The majority of the Clusters had a relatively small number of vacancies: Over two thirds of the Clusters had 10 vacancies or less.

The five Clusters with the highest numbers of vacancies were: JESS (67), Morley (19), Inner NW Hub (18), OPEN-XS (16), and Horsforth (15). Of these, three of the Clusters form a corridor from north to south through the city centre: JESS, OPEN XS and the Inner NW Hub.



All Clusters received some applications. The number of applications ranged from the lowest of zero in Farnley and only 1 application in the Otley/Pool/Bramhope Cluster to the highest (1510) in the JESS Cluster. The five Clusters with the highest numbers of applications were JESS (1510), Horsforth (556), Morley (240), Inner NW Hub (215) and OPEN-XS (194). There is a correlation in that the Clusters with the highest numbers of vacancies usually attracted the highest numbers of applications, although this did not apply in every case.

Although all Clusters had some vacancies and received some applications, half of the Clusters (12 out of 25) had some individual vacancies that received zero applications. These were geographically spread around the city.

In terms of measuring the popularity of vacancies, the ratio of how many applications were submitted for a single vacancy did not correlate with the Clusters with the top five vacancies nor with those having the top five applications. Extended Services North West (ESNW), for example, had only 4 vacancies but 152 applications, giving the highest response rate of all the Clusters at 38 applications per vacancy.

The top five Clusters with the highest response rates were: ESNW (38 applications per vacancy), Horsforth (37), Seacroft Manston (31), JESS (23) and ACES (17).

A comparison of the lists shows that there were two Clusters that appeared in all top five lists: JESS and Horsforth. Three Clusters - Morley, Inner NW and OPEN-XS – appeared in both the top vacancies list and the top applications list but did not appear in the top response rate list.

There did not appear to be any pattern of other factors influencing applications within different geographical areas/Clusters: the vacancies with zero applications appeared across the majority of Clusters and across a wide range of Apprenticeship Frameworks and salary levels.

## **Conclusion**

It would appear that geographical location does not particularly influence the number of applications, evidenced by the fact that all Clusters had some vacancies and some applications and that half of all Clusters also had some individual vacancies that received zero applications.

The Clusters with the highest numbers of vacancies and applications were not necessarily those with the highest response rates (ratio of applications to vacancies).

## Employers

There were a total of 159 employers offering Apprenticeships.

There were 21 (13%) employers who received zero applications. These 21 employers together were offering a total of 24 vacancies, which accounts for 10% of the total number of vacancies (233).

In contrast, there were 6 (almost 4%) of employers that received over 100 applications each. These 6 employers together accounted for 8 (3%) of the total vacancies (233) and 883 (almost 24%) of the total number of applications (3687).

### Conclusion

The employer did appear to have an influence on the number of applications. A small number of employers offering a small number of vacancies received a relatively large number of applications. In contrast, there were a relatively large number of employers who received zero applications.

The data from the NAS does not give us information about the size of the employer and this may be worth investigating to see if it has a bearing on the numbers of applications.

## Learning Providers

*NB The postcodes in this section are for the head office of the Learning Provider and do not represent where the actual Apprenticeship vacancies are located.*

There were 60 Learning Providers offering 233 Apprenticeship vacancies.

The range of vacancies offered per Learning Provider varied from 1 to 27. The majority of providers offered only one vacancy. There were 56 Learning Providers offering less than 10 vacancies each with a total of 142 vacancies. This meant that 93% of the providers offered 61% of the vacancies. This left 7% of Learning Providers (4 Providers) offering 91% of the vacancies (91 vacancies). The top 4 were:

Learning Providers offering highest number of vacancies	Sum of Number of Vacancies
Key Training Limited (Leeds, LS1 5QX)	27
Business Impact Uk Limited (Gateshead, NE11 0EF)	25
Leeds City College (Leeds, LS3 1AA)	24
Babington Business College (Dewsbury, WF13 1LF)	15
<b>Total</b>	<b>91</b>

The number of applications received by individual Learning Providers ranged from zero to 1,233.

There were 9 Learning Providers that received zero applications and these accounted for 22 vacancies i.e. 41% of the Providers received zero applications and these accounted for over 9% of the vacancies. The zero application Providers were:

**Learning Providers with zero applications**

City Training Services (Bradford, BD1 5BY)  
 Kaplan (Leeds, LS1 5ES)  
 CITB (t/u Construction Skills) (King's Lynn, PE31 6RH)  
 Remit Ltd (Nottingham, NG8 6PY)  
 FIRST4SKILLS LIMITED (Barnsley, S75 1JN)  
 Home Group Ltd (Newcastle upon Tyne, NE12 8ET)  
 National Apprenticeship Service (Coventry, CV1 2WT)  
 NHS Yorkshire & Humber (Leeds, LS1 4PL)  
 West Nottingham College (Mansfield, NG18 5BH)

There were 7 Learning Providers that received more than 100 applications per advert. These providers received a total of 2,618 applications, which was 71% of the overall total number of applications received across all Learning Providers. These Providers were:

<b>Learning Providers with &gt; 100 applications</b>	<b>Sum of Number of Applications per Advert</b>
Babington Business College (Dewsbury, WF13 1LF)	1233
Key Training Limited (Leeds, LS1 5QX)	588
Leeds City College (Leeds, LS3 1AA)	223
Business Impact Uk Limited (Gateshead, NE11 0EF)	204
Learning Innovations Training Team Limited (Leeds, LS7 3QB)	130
ESG (Leeds, LS2 8PA)	129
QA Limited (Slough, SL1 1SG)	111
<b>Total</b>	<b>2618</b>

With a total of 3,687 applications and 233 vacancies, the average response rate was almost 16 applications per vacancy per provider. The table below shows that there were 11 providers that received a response rate of 20 or more i.e. at least 20 applications per vacancy.

<b>Learning Providers with highest response rates (Ratio of applications to vacancies)</b>	<b>Response Rate</b>
Babington Business College (Dewsbury, WF13 1LF)	82
Superdrug Stores Plc (Pontefract, WF9 2XR)	55
System Training (Leeds, LS10 1DJ)	54
Baltic Training Services Limited (Newton Aycliffe, DL5 6XP)	41
Smart Training & Recruitment (Newport, PO30 1AJ)	41
Lime People (West Yorkshire) Limited (Shipley, BD18 4JH)	41
Learning Innovations Training Team Limited (Leeds, LS7 3QB)	33
Damar Training (Stockport, SK1 1HE)	27
Key Training Limited (Leeds, LS1 5QX)	22
ESG (Leeds, LS2 8PA)	22
LIGA (UK) LTD (Witney, OX28 4BH)	20

There were 3 Learning Providers that appeared top in all categories, as shown in the table below. Together, these 3 Providers offered 48 vacancies and received 1950 applications i.e. 5% of the Providers offered 21% of the vacancies and received 53% of the applications.

Of these top Learning Providers, Babington Business College did not have the highest number of vacancies but far exceeded the other providers in terms of the number of applications and therefore the response rate. This could be linked to the type of Frameworks that Babington offered, which included Business and Administration, Accounting and Employment Related Services – See section on most popular Frameworks.

<b>Learning Providers Top in all categories</b>	<b>Sum of Number of Vacancies</b>	<b>Sum of Number of Applications per Advert</b>	<b>Response Rate (Ratio of applications to vacancies)</b>
Babington Business College	15	1233	82
Key Training Limited	27	588	22
ESG	6	129	22
<b>Total</b>	<b>48</b>	<b>1950</b>	

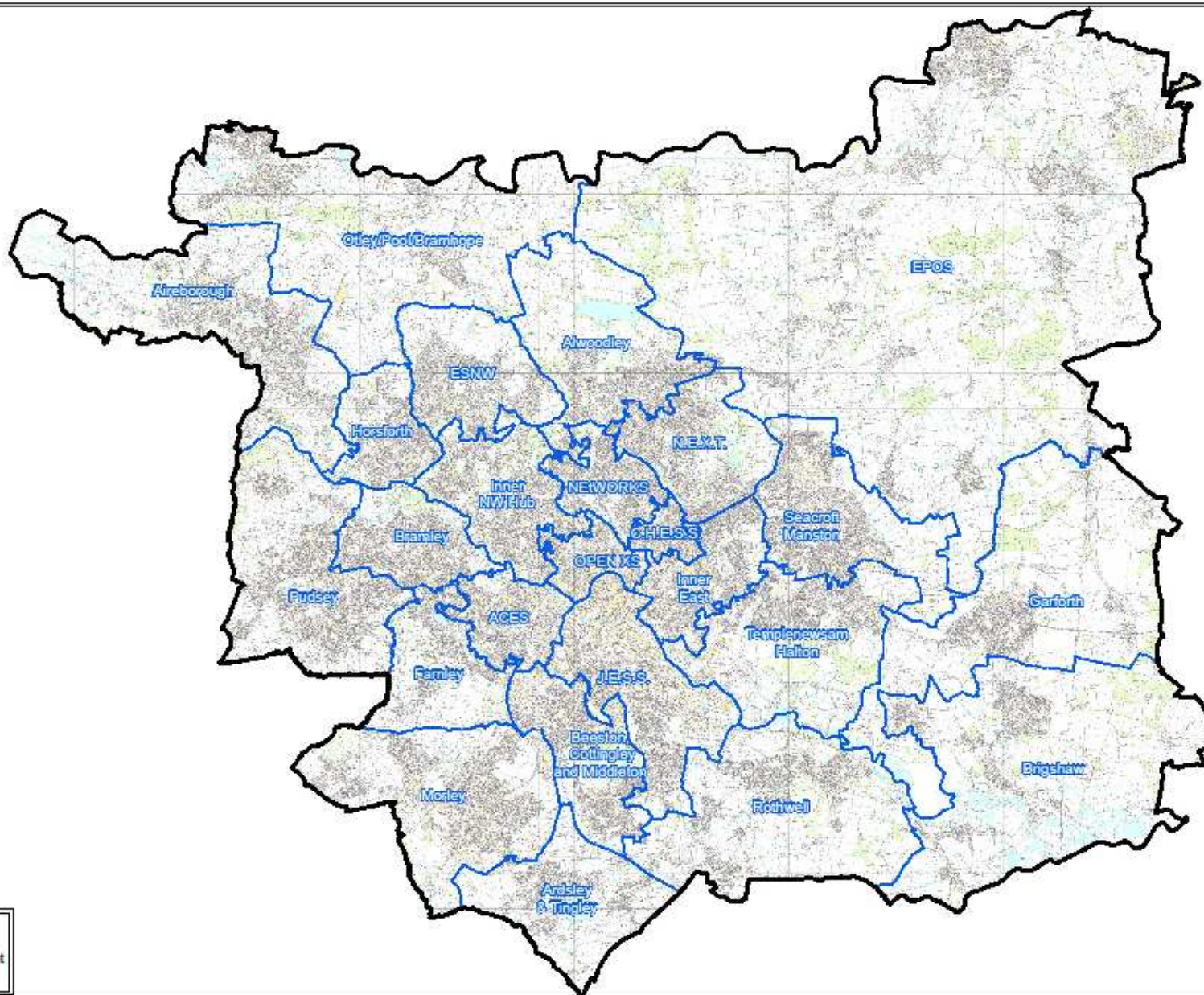
### **Conclusion**

The Learning Provider does appear to have a significant impact on the number of applications received and on the response rate (the ratio of applications to vacancies). Babington Business College had a particularly positive impact. This is likely to be related to the types of Apprenticeship Framework that the College offers, including Business and Administration, Accounting and Employment Related Services.

## Related documents and links

- i. *Apprenticeship Unsuccessful Data Summary Report* 14<sup>th</sup> September 2012, Skills for Learning and Life, Leeds City Council and the Report of the Chief Officer Employment
- ii. *Skills Report to Scrutiny Board (Sustainable Economy and Culture): Inquiry into Apprenticeships*, 19<sup>th</sup> November 2013
- iii. National Apprenticeship Service (NAS): [www.Apprenticeships.org.uk](http://www.Apprenticeships.org.uk)
- iv. National Apprenticeship Vacancy Matching Service:  
<https://Apprenticeshipvacancymatchingservice.lsc.gov.uk/navms/Forms/Candidate/VisitorLanding.aspx>

Leeds Clusters



**Legend**

- City Mask White Out
- Clusters



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**Comments**

Clusters as of April 2013