



National Apprenticeship Service (NAS) 2010/11 Draft Business Plan

The Challenge

To drive increased value for money from the Government's investment in the Apprenticeship programme, whilst ensuring that the customer experience of Apprenticeships remains high throughout this period of expansion.

Two Key Strategic Objectives

- *Increasing demand for Apprenticeships*
- *Improving the quality of Apprenticeships and deliver value for money*

Increasing Demand for Apprenticeships



Objective 1

Work with employers to increase their participation in Apprenticeships

Objective 2

Support more people into Apprenticeships and to progress to Advanced Level and Higher Apprenticeships

Objective 3

Increase demand for Apprenticeships through improved aesthetics and a strengthened brand

Objective 4

Work with the Skills Funding Agency to support colleges and providers responses to employer demand and our priorities for growth in Apprenticeship opportunities

Increasing Demand for Apprenticeships



Key areas of focus to include:

- NAS sales team to focus on larger employers (250 – 4999) - improve penetration / especially in key sectors with opportunities for young people
- Develop and agree with key partners Apprenticeship Action Plans which ensure continued 16-18 growth and an increase at Advanced Level
- Advanced and Higher Apprenticeships – increase opportunities, progression, demand, plans with high potential sectors (especially STEM – Science, Technology, Engineering, Mathematics)
- Work with providers and key partners to develop an efficient approach to support smaller employers – improved access / Apprenticeship Training Agencies (ATA), Group Training Associations (GTA) and Expansion Pilots

Increasing Demand for Apprenticeships



Key areas of focus to include continued:

- Apprenticeship Vacancies – Increase employer and young people usage and develop more streamlined and efficient approach with key partners
- Increase participation by vulnerable and under represented young people and adults
- Marketing - revised brand strategy, marketing and communications campaign, Apprenticeship Week and Awards
- Maintain public sector starts – maximise through procurement
- Close working between NAS and SFA – sharing pipeline information, joint working on 250+ with colleges/ providers

Improving the quality of Apprenticeships and deliver value for money

Objective 5

Put in place a new strategy to ensure quality standards continue to rise as we increase the number of Apprenticeship opportunities

Objective 6

Implement new national standards for Apprenticeships through the introduction of the Specification of Apprenticeship Standards in England (SASE)

Objective 7

Deliver improved efficiency into the Apprenticeship programme by delivering more Apprenticeship opportunities

Objective 8

Improve the Apprenticeship product through the use of research and evaluation

Improving the quality of Apprenticeships and deliver value for money

Key areas of focus to include:

- Use data such as ILR, customer feedback and survey information to measure achievement and engagement
- Implement quality improvement strategy
- Develop ESF proposals to increase delivery
- Removal of Programme-led Apprenticeships (PLAs)
- Implement new policy offer of Pre-Apprenticeships
- Certifying Authority for England operational by April 2011
- Introduction of SASE compliant frameworks