

# A TARGETED AND AMBITIOUS APPRENTICESHIP STRATEGY

## 1. Businesses supported to create more apprenticeship opportunities



Develop opportunities to achieve  
10% increase in apprenticeships



Help businesses to recruit  
more apprentices



Help businesses to understand changes  
and opportunities of apprenticeship  
reforms

## 2. Improve the quality of apprenticeship provision to support economic growth



Develop new and grow existing  
Higher and Degree level ap-  
prenticeships to achieve 50%  
increase



10% increase in apprenticeships  
in Bioeconomy, Engineering,  
Construction, Care and Volun-  
tary, Community & Social Enter-  
prise (VCSE)



Align supply and demand of  
apprenticeships

## 3. Increase the number of apprentices



Combat rural isolation  
to enable equal access  
to apprenticeships



Increase apprenticeships in  
public sector organisations  
towards 2.3% target



Ensure apprenticeships opportunities  
are championed through careers  
guidance to enable 10% increase



Improve progression  
rates into higher level  
apprenticeships



50% increase the number of  
women in Science, Technology,  
Engineering and Maths (STEM)  
apprenticeships

ESF projects which  
contribute to strategy

£4m Skills Support for the  
Workforce

£425k  
Careers Guidance

£750k  
Higher Level Skills

£2M  
Apprenticeship Services