

**Overall objective:**

In line with the Swindon & Wiltshire Apprenticeship Growth Plan 2017 and agreed yearly targets, increase the numbers of apprenticeships available in the county to 31,500 apprenticeship starts between 2015 and 2020

Objective 1: Increase the number of young people taking up apprenticeships and traineeships

Activity	Measure	Timeline
Apprenticeship presentations in schools for staff, young people, parents and governors.	Number of schools receiving support	Quarterly
Raise awareness of national support and resources that exist from the 'Get In Go Far' Campaign		Monthly
Develop and communicate local activity around National Apprenticeship Week		Annually
Survey of young people to establish perceptions around apprenticeships, to be repeated annually from 2017	Inaugural survey to establish baseline and shape future activities	Annually
Develop pathways into apprenticeships for care leavers and those furthest from the world of work	Destinations of Looked After Children and Care Leavers	Annually

Activity	Measure	Timeline
Ensure effective referral pathways into European Social Fund programmes from Wiltshire Council	Number of programme participants into apprenticeships	Quarterly
Provide an up to date, user friendly online resource for young people on the Work Wiltshire website including labour market information	Increased number of visits to relevant web pages Increased number of visits to relevant web pages	Monthly

Objective 2: Increase the number of Wiltshire businesses employing apprentices in

Activity	Measure	Timeline
Promote the benefits of apprenticeships to employers using national resources. Use analysis of National Apprenticeship Service live vacancy data to provide targeted support.	Up to date resources available to employers	Monthly
Establish an on-line resource for employers on the Work Wiltshire website	Increased number of visits to relevant web pages Increase in time spent visiting web pages	Monthly
Wiltshire Council to be recognised as an exemplar employer and embed apprenticeships in its procurement processes	Growth in council apprenticeship numbers	Annually

Activity	Measure	Timeline
Provide information and skills brokerage to business via the Growth Hub	Number of local businesses seeking support	Monthly Quarterly

Objective 3: To support employers and providers to work effectively together to double the uptake of Higher and Degree apprenticeships between 2016 and 2020

Activity	Measure	Timeline
Raise awareness of Higher and Degree Apprenticeships with learners – through schools, colleges, parents and social media campaigns	Increased awareness as measured by the young people’s survey	Monthly Annually
Work with employers to outline the benefits of offering apprenticeships at higher and degree level	Number of higher and degree apprenticeship starts	Quarterly
Engage universities and providers to ensure that there is sufficient, appropriate provision to meet demand and address skills shortages.	Number of higher and degree apprenticeships starts	Quarterly