

EVALUATION OF GM COMMITMENT TO YOUTH EMPLOYMENT

New Economy

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FINAL REPORT

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Executive Summary

The Greater Manchester Commitment to Youth Employment

The objectives of the Greater Manchester Commitment (**GMC**) are:

- Young people should secure sustained employment in sustainable jobs;
- Provide a simple and effective incentive to employers to offer opportunities to unemployed/NEET young people between the ages of 16 and 24;
- Enhance and work with national programmes rather than displace or compete with these initiatives; and
- Maximise the investment and impact made by national programmes for young unemployed residents and businesses across Greater Manchester

The GMC has had three main components: apprenticeship grants, mentoring, and Jobs with Training. This evaluation has considered the performance of the apprenticeship grants strand of the GMC which concluded in March 2014 and which involved:

- Training providers generating apprenticeship vacancies with employers;
- These vacancies being provided to Jobcentre Plus, Connexions and other public agencies for filling from their lists of unemployed / NEET Greater Manchester 16-24 year olds;
- If an eligible candidate was selected for one of these vacancies a New Starter form was completed;
- Once an apprentice had been sustained in the apprenticeship for 8 weeks a claim was submitted for a £750 employer grant and a £350 training provider grant.

By 31st March 2014, a total of £1.3m had been spent on GMC apprenticeship grants.

Research objectives

The GM Combined Authority wants to understand how efficient and effective the GMC has been in terms of the objectives it has been set. They requested that interim (in 2013) and final (this document) evaluations be undertaken to review whether the GMC has been effectively and efficiently managed, and to understand what impact the GMC has had upon employers, training providers and unemployed 16-24 year olds within Greater Manchester (**GM**).

In response to this request, the interim and final evaluations have involved:

- A review of project management information;
- Consultations with GM local authorities, the New Economy project team and other stakeholders;
- An online survey of training providers who had brokered vacancies and received payments for placing young people in these vacancies;
- An online survey of employers who have taken on apprentices via the GMC;
- A telephone survey of 100 young people who have been placed in an apprenticeship via the GMC; and
- A review of secondary evidence on the attitudes of young people towards apprenticeship opportunities and their impact upon young people and employers.

GMC performance and impact

In its two years of activity the GMC resulted in nearly 1,000 16-24 year old GM residents who were previously unemployed/NEET starting an apprenticeship. Of this figure we estimate that 650 apprenticeship starts can be directly attributed to the GMC grant, equating to a 3-4% boost in total apprenticeship starts across GM. Cost benefit analysis shows that within 2 years the benefits generated by the GMC will outweigh the amount of money invested in the scheme, and if the jobs filled via the GMC are sustained the initial investment will be repaid several times over.

Fears that the GMC would subsidise low quality apprenticeships have not been borne out. Reported wage rates for GMC subsidised apprenticeships have been above those offered for GM apprenticeship vacancies more generally and a majority of young people in GMC subsidised apprenticeships feel that they are being fairly paid and suitably challenged by their apprenticeship. Two-thirds of participants we surveyed said that their apprenticeship has had a very big or big impact upon their skills, the same percentage think that the apprenticeship has had a positive impact on their future plans and 60% of the young people who took up a GMC subsidised apprenticeship have achieved sustained employment.

The GMC has also had a beneficial impact upon employers' attitudes towards employing young people/NEETs and that the GMC has resulted in companies who previously did not take on apprentices starting to do so.

The training provider grant element of the GMC was less successful in terms of getting providers to consider working with unemployed/NEET young people. The scheme also struggled initially in terms of the bureaucracy it imposed upon parties, although administration of the scheme did improve in light of early feedback.

The evaluations have also found that the existence of other apprenticeship grants hindered rather than helped the progress of GMC, with no evidence of a compelling larger, combined offer to employers emerging. A partial explanation of this appears to be the absence of a clear leadership structure within the GMC programme, with regular churn in personnel meaning that connections between partners were not as strong as they needed to be to drive the uptake and impact of the scheme.

Future policy recommendations

There are elements of the way that GMC operated that the evidence suggests should be retained and incorporated into any future GM programme:

- The focus on tackling youth unemployment is supported and whilst the numbers of unemployed young people in GM has decreased in recent months the problem remains pressing, justifying public sector intervention;
- The use of wage incentives should remain part of GM's policy toolbox. Employers like the simplicity of receiving a wage subsidy, subsidises at the level used by the GMC seem to be cost effective in tackling youth unemployment, and stakeholders feel that such incentives do help to shape employer activity to policy aims; and
- The introduction of wrap around support through Jobs with Training is supported but we recommend that a thorough evaluation of the Jobs with Training activity be undertaken in due course.

More dialogue is needed with training providers to get them to buy into GM's strategic aims around youth skills and employment and to understand how achieving these aims will benefit their business models as much as the GM economy. This dialogue should also create a shared understanding over who has the capacity to do what in terms of marketing skills and training 'offers' to employers and who will do what.

In terms of engaging with employers, it is apparent that when recruiting, employers value speed and simplicity over getting the most public support possible. Communicating and administering multiple 'offers' to employers does not appear to have worked particularly well; a better approach would seem to be selling one offer to employers, with their eligibility for further grants and support then checked for them behind the scenes.

Further research suggestions

This evaluation has not considered the impact of the Jobs with Training (**JWT**) element of the GMC; as this is a growing area of activity we recommend that a specific evaluation of JWT be undertaken. We also recommend that a follow up survey of GMC subsidised apprentices be undertaken in 12-18 months in order to identify any longer term career and wage uplift impacts of the GMC.

1. Introduction

Context for the work

- 1.1. In April 2012 the government launched its **Youth Contract** programme. This commits the government, localities, training providers and employers to activity that helps 16-24 year olds to enter the labour market. Activities included within the Youth Contract include an expansion of voluntary work experience opportunities, extra learner places at sector-based work academies, and a wage subsidy of £1,500 for small and medium-sized employers who take on young recruits and apprentices.
- 1.2. The Greater Manchester Combined Authority (**GMCA**) supports the aims of the Youth Contract and has committed to pay incentives to employers who recruit NEET or unemployed 16-24 year old GM residents over and above those that are available via the national programme. This additional offer has been branded as the 'GM Commitment' and was launched on 8th May 2012. More detail on GM Commitment (**GMC**) is provided in section 2.
- 1.3. The GMCA wants to understand how efficient and effective the GMC has been in terms of the objectives it has been set. They requested that an evaluation be undertaken to review whether the GMC has been effectively and efficiently managed (a *formative* evaluation), and to understand what impact the GMC has had upon employers, training providers and unemployed 16-24 year olds within GM (a *summative* evaluation).
- 1.4. To fulfil its *formative* role, the evaluation has asked questions such as:
 - *How effective was administration of the GMC?*
 - *What can be learnt in terms of how we engage with employers?*
- 1.5. To fulfil its *summative* role, the evaluation has asked questions such as:
 - *In terms of outputs, has the GMC led to more unemployed/NEET young people moving onto apprenticeships than would otherwise have happened?*
 - *In terms of outcomes, has the programme delivered benefits for young people such as new skills, more and sustained employment opportunities, increased earnings and increased job satisfaction?*
 - *Has the GMC complemented and maximised the value GM derives from the National Apprenticeship Service (**NAS**) Grant for Employers (**AGE**)?*
 - *Has the GMC changed employer and training provider attitudes towards unemployed/NEET young people?*
 - *How could GM obtain better value for money from the Commitment?*

Interim evaluation findings

- 1.6. An interim evaluation of the GMC was undertaken in spring 2013. This was based upon:

- A review of project management information;
 - Consultations with stakeholders (including a discussion with the project team);
 - Consultations with training providers who had brokered vacancies and received payments for placing young people in these vacancies;
 - An online survey of employers who have recruited young people via the GMC; and
 - A review of secondary evidence on the attitudes of young people towards apprenticeship opportunities and their impact upon young people and employers.
- 1.7. Key findings from the interim evaluation were that the GMC incentives based model did appear to be generating net additional jobs for unemployed young people/NEETs, but also that the scale of this impact was moderate and unevenly spread across localities and providers. The research found that the administration and marketing of the GMC had encountered teething problems but also that these had been recognised and that alterations were being made to overcome these problems. The interim evaluation found that employer attitudes towards training unemployed young people/NEETs had been influenced more than training provider attitudes. A copy of the interim evaluation is available on the New Economy website.
- 1.8. The interim evaluation was considered by Team Manchester Economic Development Leads in March 2013 and subsequently by AGMA's Wider Leadership Team (WLT) in June 2013. Following the interim evaluation, the following recommendations were agreed:
- A shift away from provider responsibility for promotion of the apprenticeship grant, though it was allowed to run till March 2014 for those providers making active use of the grant and having established arrangements with employers.
 - Instead the focus would move to local authorities who would create jobs with training for those 16-24 year olds that are furthest removed from the labour market.
 - These jobs with training can attract a GMC allocation of £1,500 per head or should a local authority wish to halve the number of places available, £3000 per head.
- 1.9. A request was made for a further, final round of evaluation research to be undertaken in spring 2014 when the GMC would be nearing the end of its delivery activities.
- 1.10. This report combines the 2013 interim findings with the findings from the more recent, final round of research drawing together lessons for future youth employment policy and programmes in Greater Manchester.

Final evaluation methodology

- 1.11 For this final evaluation a range of research techniques has been used to ensure that information is gathered from all partners in relation to all impacts:
- A review of project management information;
 - Consultations with stakeholders (including a discussion with the project team);
 - An online survey of training providers who had brokered vacancies and received payments for placing young people in these vacancies; and
 - A telephone survey of 100 young people who have been placed in an apprenticeship via the GMC.
- 1.12 Research has considered, amongst other things, how well the scheme has been administered (branding, communications, timeframes etc), whether the scheme has changed perceptions about recruiting young people, the importance of the financial incentives offered by the GMC, the quality of job opportunities delivered under the scheme, and what changes could be made. Copies of the consultation and survey proformas are attached at Appendix A.

Structure of the report

- **Section 2** explains the design and operation of the GMC in more detail;
- **Section 3** draws upon project management information to summarise the performance of the scheme;
- **Section 4** summarises the views of stakeholders, training providers and employers with regard to the efficiency and effectiveness of the scheme;
- **Section 5** presents the findings from our survey of 100 young people who have been helped to secure an apprenticeship via the GMC; and
- **Section 6** presents our conclusions and recommendations.

2. Design and delivery of the GM Commitment

Aims of the GMC

2.0 The over-arching objectives of the GMC were:

- Young people should secure sustained employment in sustainable jobs;
- Provide a simple and effective incentive to employers to offer opportunities to unemployed/NEET young people between the ages of 16 and 24;
- Enhance and work with national programmes rather than displace or compete with these initiatives; and
- Maximise the investment and impact made by national programmes for young unemployed residents and businesses across Greater Manchester.

Stages involved

2.1 A single model was followed for the GMC Apprenticeship Grant. This involved:

- Training providers generate apprenticeship vacancies with employers;
- These vacancies are then provided to Jobcentre Plus, Connexions and other public agencies for filling from their lists of unemployed / NEET 16-24 year olds;
- If an eligible candidate is selected for one of these vacancies a New Starter form is completed and an authorisation code issued which secures the GMC grant;
- Once an apprentice has been sustained in the apprenticeship for 8 weeks a claim can be submitted for the employer grant. The full length of the apprenticeship should be for at least 12 months or the time it takes to complete the apprenticeship framework if longer.

2.2 GM localities could align the GMC with other local activity and wage incentive schemes.

Financial incentives

2.3 The GMC involved two financial incentives: a success payment of £750 to the employer and £350 to the training provider once the young person has completed 8 weeks in their full apprenticeship.

2.4 Thus, the total potential payment per participant was £1,100, split between the employer and the training provider. To receive payment, training providers and employers had to provide specific pieces of information at set times.

2.5 Employers and training providers were free to also claim any other national or local grants that they are eligible for as a result of employing the young

person; thus an individual employer could receive considerably more than the £750 GMC grant.

Eligibility

- 2.6 The scheme was open to all 16-24 year old GM residents who were unemployed or NEET. This included Jobseekers Allowance, Employment Support Allowance and Income Support claimants, young people who were registered as NEET with GM local authorities/Connexions, and young people who were unemployed but not in receipt of benefits. The scheme was not open to young people who were in employment or education.
- 2.7 The offer was open to all employers, with no restriction on company size and including companies located outside Greater Manchester.

Budget and Capacity

- 2.8 The total budget for the GMC was £3.82m, this was to fund Jobs with Training as well as Apprenticeship Grants. The original profile of grants was 1,357 Apprenticeship Grant and 998 Jobs with Training, this was later revised to 1,235 Apprenticeship Grants and 1120 Jobs with Training. Following the interim evaluation, the decision was taken to stop the acceptance of new starts from 31 March 2014 and to stop processing success payments from 14 May 2014. At the end of the Apprenticeship Grants element of the programme, 31st March 2014, a total of £1.1m had been spent on Apprenticeship Grants, £200,000 on JWT and £200,000 on administration and mentoring, leaving a balance of £2.32m to be used for JWT Grants.

Work Trials and Jobs with Training

- 2.9 Alongside the brokerage of apprenticeship vacancies the GMC also included two mechanisms intended to help unemployed young people who may not be ready to begin an apprenticeship to still enter the labour market. The first of these was the concept of a work trial. The work trial component of the GMC offered employers the opportunity to take on a young person for between 10 working days and 8 weeks. During period a payment of £10 or £40 per week would be made (depending upon prior benefits claimant status) for the training providers to pass on to the young person. The payment was to go towards travel and subsistence cost.
- 2.10 Uptake of work trials in year 1 of the GMC was very low with training providers reporting difficulties in being able to transfer allowances to the young people and employers showing little appetite for the concept. The decision was taken to incorporate work trials with Jobs With Training (**JWT**). The delivery model was designed to be led by local authorities, who broker or create 3 and 6 month jobs for young people targeted at those young claimants that are vulnerable or furthest removed from the labour market. A number of local authorities have started to deliver this model locally, using a combination of funding to pay a wage for 6 months.

- 2.11 This model also draws in additional support for the young person. For example, Bury MBC provides a work trial period (with an allowance paid to the young person), followed by a 6 month job at national minimum wage, followed by a potential conversion to an apprenticeship. During the 6 month period, each young employee is allocated a key worker and a package of tailored support (including training, employability skills training for 1 day per week, support and career planning from key worker, access to ESF Complex Families support as needed and free weekly access to the gym). This model builds on experience (such as Future Jobs Fund) and draws in support from a number of agencies.
- 2.12 The participant and employer eligibility criteria for JWT are the same as for the GMC apprenticeship vacancies but place a greater focus on working with those young people that are furthest removed from the labour market.
- 2.13 Once the Job with Training has been sustained for an 8 week period the LA can make a claim on behalf of the employer. A payment of £750 is then made to the employer within 30 days.
- 2.14 If an employer wishes they can take somebody on a JWT Work Trial. This involves up to an 8 week work trial, during which the participants is paid either £10 in vouchers (for those on benefits) or £40 in cash (for those not on benefits) per week.
- 2.15 By March 2014, uptake of JWT has been slow/low with only 10% of the money allocated to the model taken up. For this reason, the final evaluation does not review in detail data relating to the JWT (or for the JWT work trials).

Links to the Youth Contract

- 2.16 The Youth Contract is a government scheme designed to help unemployed 18-24 year olds into employment. There are three elements to the Youth Contract, all of which link to the GMC.

Wage Incentives

- 2.17 From April 2012 to August 2014 employers who recruit an unemployed 18-24 via Jobcentre Plus or the Work Programme have been able to receive £2,275 towards the wage costs of that new recruit. To be eligible for the wage incentive employers must employ that person for at least 16 hours per week and for at least 26 weeks. The incentive is paid after 26 weeks (earlier for small employers).

Work experience

- 2.18 Employers have the option to recruit an unemployed 18-24 year old onto a 2-8 week, unpaid work placement providing this activity is not replacing recruitment to a permanent position. If the placement is successful it can be extended to 12 weeks providing it then becomes the precursor to the young person starting an apprenticeship.

AGE grants

- 2.19 Under the AGE scheme launched at the beginning of February 2012 as part of the national Youth Contract, the National Apprenticeship Service will provide up to 40,000 grants of £1,500 to employers who take on a 16-24 year old as an apprenticeship. To be eligible for AGE, employers must:
- Employ fewer than 1,000 employees;
 - Are new to apprenticeships or have not taken on an apprentice in the previous 12 months (reduced from an initial period of 3 years); and
 - Not be receiving the Youth Contract wage incentive for that recruit.
- 2.20 A single employer can take part in the AGE scheme up to 10 times (increased from an initial figure of 3). They must commit to paying the national apprenticeship minimum wage (£2.65 per hour, then £2.68 from October 2013), employ the apprentice for at least 12 months, or the time it takes to complete the apprenticeship framework if longer, and confirm that they would not have taken on the person without the additional incentive.
- 2.21 The £1,500 payment is in addition to the training costs of the apprenticeship framework which are met by the National Apprenticeship Service (in full for 16-18 year olds and 50% for those aged 18-24).
- 2.22 The payment is made once the apprenticeship has been sustained for 13 weeks.
- 2.23 Training providers have been encouraged to 'sell' the grant to eligible employers, encouraging (but not forcing) employers to post their apprenticeship opportunities on the NAS website and matching vacancies with potential candidates (sourced by NAS via the National Careers Service, local authorities and Jobcentre Plus).
- 2.24 Training providers transfer the grant payment to employers. Training providers are not paid a fee for undertaking this administrative work; instead, they are expected to benefit through easier employer engagement facilitated by the existence of the grant.
- 2.25 NAS agreed to the alignment of the AGE grant and GMC schemes, earmarking enough of the AGE grant monies to pay for at least 1,000 apprenticeships within GM. It was agreed that employers can draw down the GMC and AGE payments for the same apprentices.

2.26 Thus, the GMC had the potential to link with the national Youth Contract by:

- Increasing the total financial incentive to employers who take on an apprentice to £2,250 (i.e. £1,500 AGE grant plus £750 GMC grant);
- Increasing the number of GM employers who were eligible to secure a grant for taking on an apprentice;
- Introducing a financial incentive for training providers to generate apprenticeship opportunities for young people;
- Giving those employers who may be unsure about whether they need an apprentice work trial and Jobs with Training options;
- Increasing the total financial incentive to employers who turn work trials into jobs with training (i.e. the Youth Contract wage incentive plus additional GM incentives) whilst offering further wrap around support to sustain those in Jobs with Training;
- Giving extra focus to the employment of unemployed/NEET young people and those furthest from the labour market – a key issue for GM – through the channelling of subsidies;
- Providing earlier payments to employers (8 weeks for the GMC grant, to be followed by an AGE payment to 13 weeks); and
- Linking national marketing of financial incentives for employers who take on an apprentice.

3. Performance of the GM Commitment

3.0 In order to take part in the GMC, and to subsequently receive payment when an young person passes the 8 week point in their apprenticeship, training providers and employers were required to submit various forms and documents:

- A new vacancy form to be completed by the training provider – which provided details on the potential employer, the vacancy they had, and an ideal candidate specification;
- A new starter form to be completed by the training provider – which stated when the apprenticeship will start, at what wage rate, at what level etc;
- A new starter form to be completed by the young person – which gave the young person’s personal details; and
- A final agreement to abide by the scheme regulations to be signed by the training provider and the employer- which confirmed what conditions needed to be kept to for payment to be made, by when etc.

3.1 Using these returns, the New Economy Skills and Employment team built and maintained a database of the young people and respective training providers and employers who were engaged via the GMC.

3.2 In this section we review the project management information collected, where possible benchmarking this data against relevant GM and national datasets to provide a context for the performance of GMC.

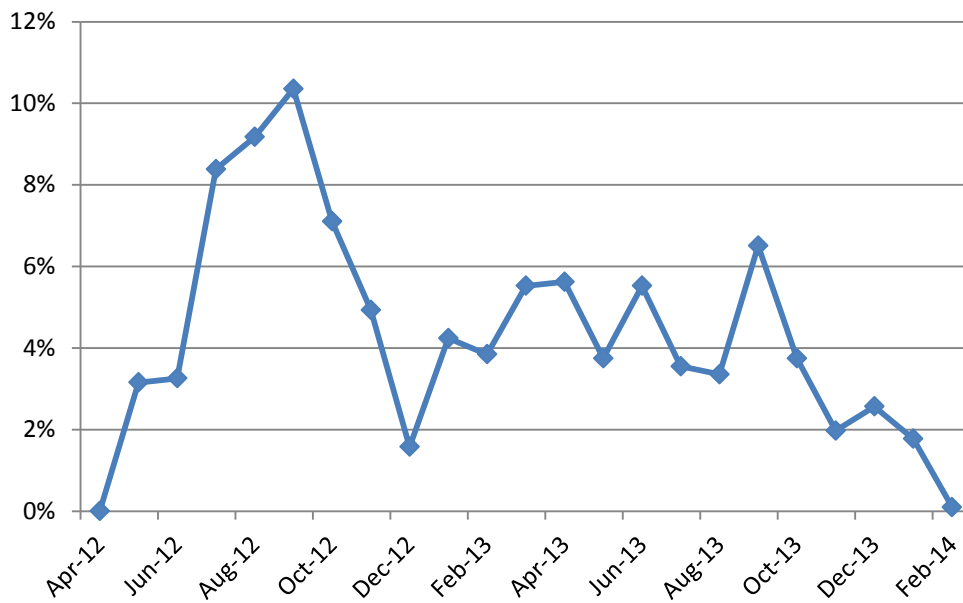
3.3 In March 2014 when we undertook this analysis there were a total of 985 GMC participants listed within the database (although for some datasets a total of 1,014 participants are listed); however, for some categories of information (e.g. participants’ prior status) there were gaps in the database because of incomplete evidence provided by applicants. In the following chapter we identify where the analysis is based upon the full list of 985 participants or upon a smaller subset. In all instances the analysis is referring to several hundreds of participants and we are confident that all the samples used are representative of the total population of participants.

Total starts

3.4 By February 2014 the total number of GMC starts was 985. This translates into just under 43 starts a month over the 22 months that the GMC has been operating.

3.5 The peak times for GMC starts were between August and October in 2012 and 2013.

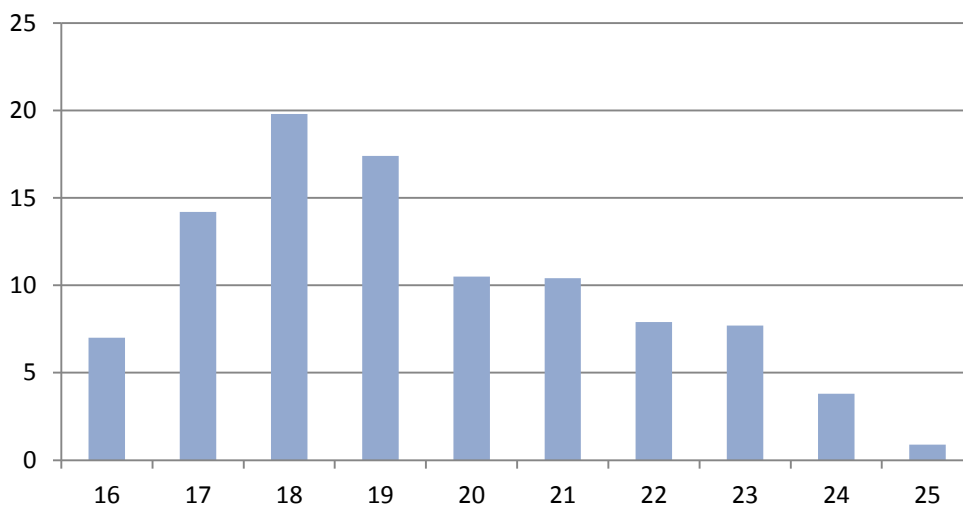
Figure 3.1: Percentage of GMC apprenticeship starts by month (n=1014)



Profile of participants

- 3.6 The GMC was aimed at unemployed/NEET young people between the ages of 16 and 24. However, we also know that young people from specific backgrounds are often more likely to be unemployed/NEET. Therefore, in this section we consider not just the age of young people supported through GMC but also their gender, home address, ethnicity etc.
- 3.7 55% of GMC apprenticeships have been taken up by the 19+ age group.

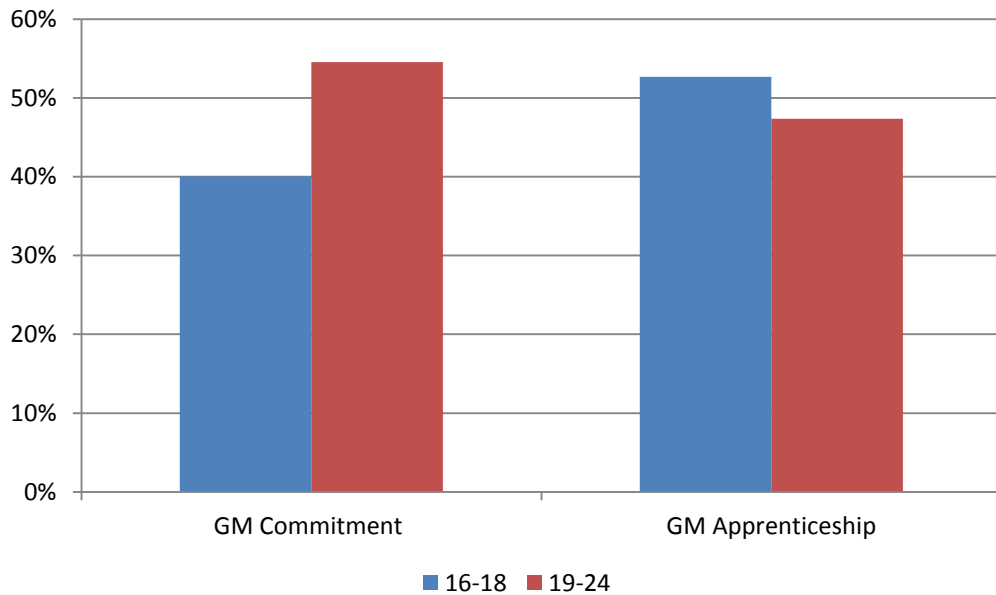
Figure 3.2: Percentage of GMC apprentices by age (n=985)



- 3.8 Compared to data on all GM apprenticeships (2012/2013), apprenticeship vacancies generated through the GMC have been disproportionately taken up by individuals aged 19+, though as shown in Figure 3 this is not by a huge margin.

3.9 However, the performance of the GMC is in line with national statistics reported by BIS¹, where 45% of apprenticeships are reported to be taken up by those under 19, and 55% by those aged 19-24.

Figure 3.3: GMC (n=985) vs. all GM apprenticeship² (16-24) starts by age group

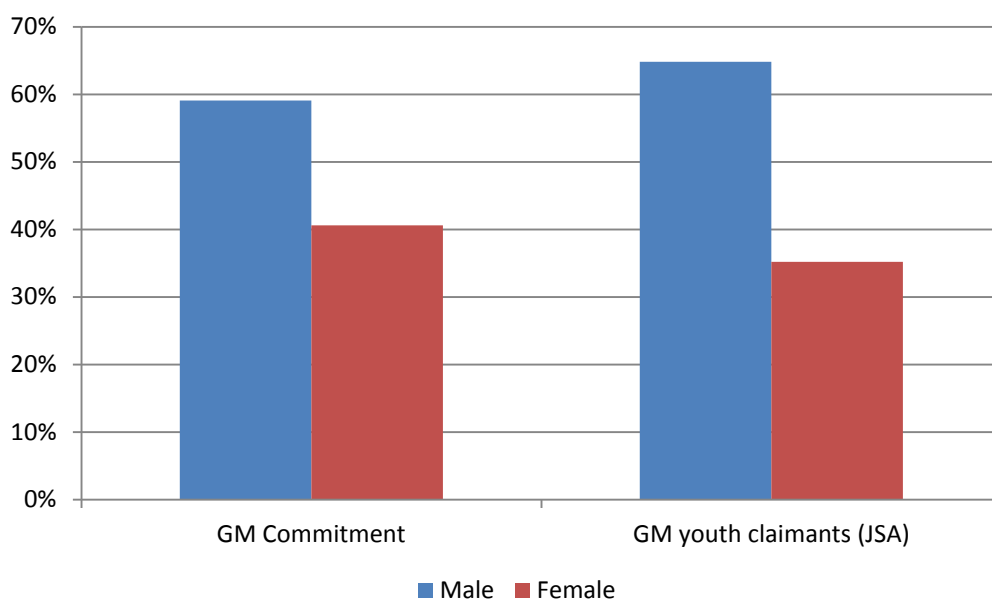


3.10 59% of GMC apprenticeships have been taken up by males, unlike national data showing that 53% of apprenticeships are started by females³. However, GMC gender profile seems to be representative of the JSA youth claimants gender profile in GM.

² Source: Skills Funding Agency, Datacube 2012/13

³ BIS (December 2013). Evaluation of the Apprenticeship Grant for Employers (AGE 16 to 24) programme.

Figure 3.4: Gender spread of GMC apprentices (n=985) and GM youth claimants⁴



- 3.11 Manchester residents (156) accounted for the highest number of young people benefiting from a GMC grant payment, Bury (44) accounted for the fewest. However, the number of grants available within a local area was dependant upon the size of the local population. When uptake is compared to the maximum number of grants available we see that in Bolton, Oldham and Rochdale all available grants were made, whereas in Stockport only 54% of available grants were made (see Table 3.1 on next page).
- 3.12 When we benchmark the percentage GMC apprenticeship starts by local authority against the proportion of all GM youth (16-24) JSA claimants by local authority (Figure 3.5 on following page) it shows that uptake of the GMC was higher than would have been expected based upon rates of youth unemployment in Oldham, Rochdale and Tameside. Conversely, uptake was lower than would be expected in Manchester.
- 3.13 It should be noted that just because, for example, 74 young people from Bolton started a GMC subsidised apprenticeship this does not mean that 74 companies from Bolton benefited from the GMC grant. Companies could take on more than one apprentice and apprentices could live in one locality but undertake their apprenticeship with an employer based in another locality. The evaluation team has not had access to information on GMC employer home locations and cannot therefore consider the spatial profiles presented on the following page in more detail.

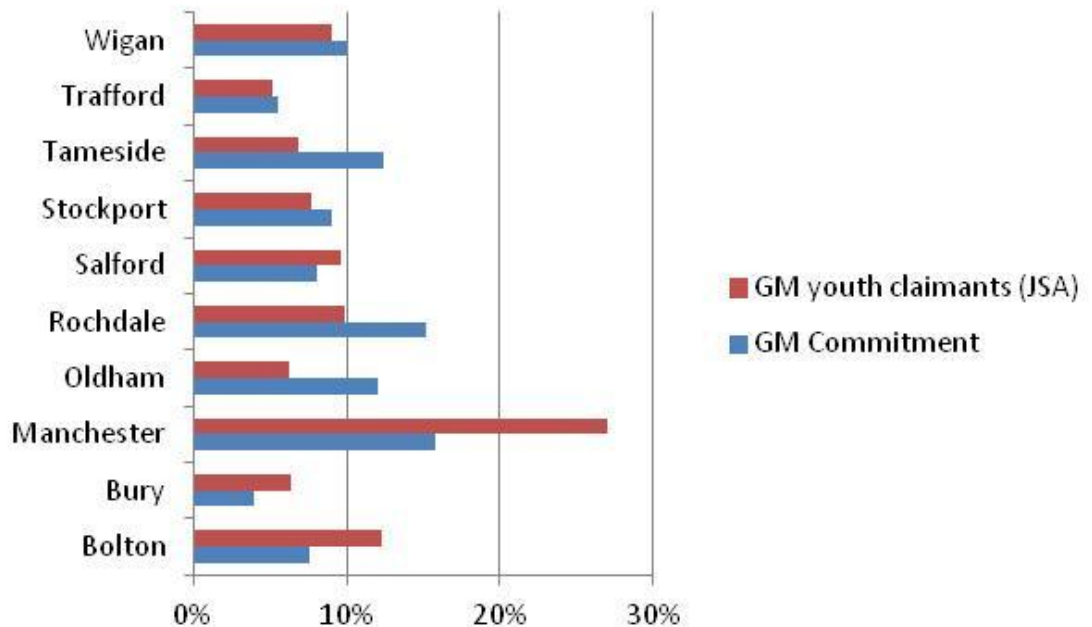
⁴ Source: NOMIS, Claimant Count, January 2014

Table 3.1: Total GMC payments made by home local authority of young person vs. initial allocation

Home address of young person	Initial allocation	Payments made	% uptake
Bolton	74	74	100%
Bury	51	44	86%
Manchester	200	156	78%
Oldham	120	119	99%
Rochdale	150	150	100%
Salford	103	79	77%
Stockport	165	89	54%
Tameside	170	122	72%
Trafford	61	54	89%
Wigan	141	98	70%
GM	1,235	985	80%

Source: GMC project team database

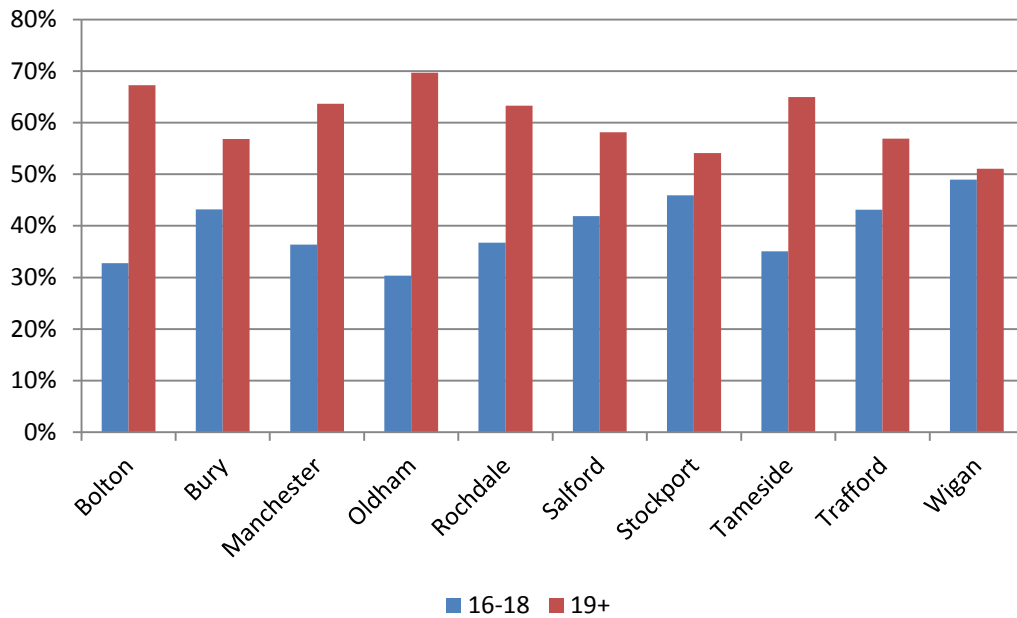
Figure 3.5: Percentage of GMC apprenticeship starts (n=985) and percentage of all GM youth claimants⁵ by home local authority of young person



⁵ Source: NOMIS, Claimant Count, January 2014

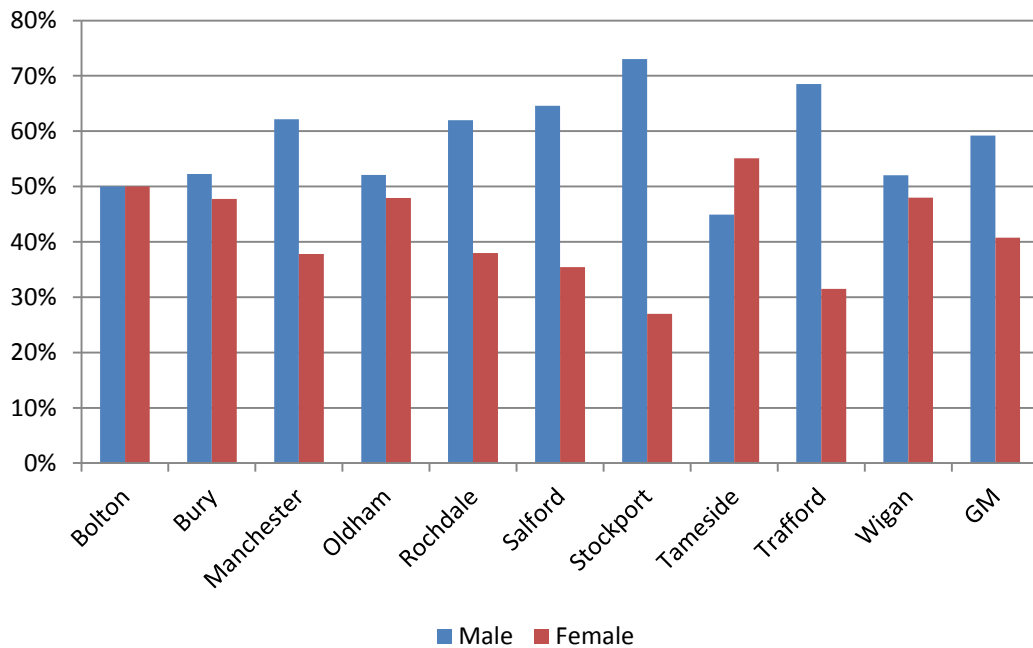
3.14 A breakdown of participant's age by home local authority suggests that Wigan, Trafford, Stockport and Bury engaged a relatively high percentage of the 16-18 age group in the GMC.

Figure 3.6: Age group spread by apprentice's home local authorities – GMC apprentices (n=985)



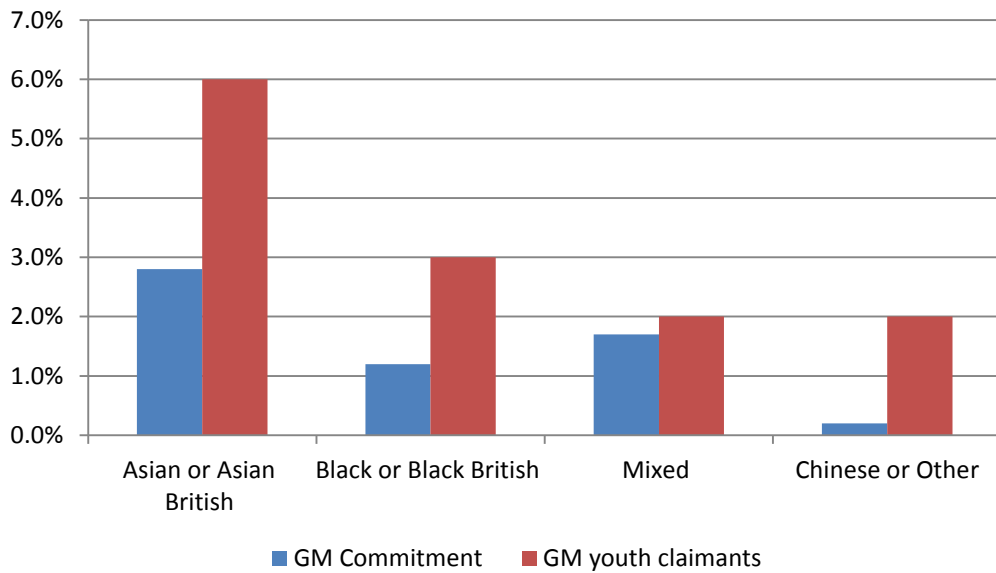
3.15 Looking at the gender split of apprentices by home local authority shows that Stockport, Trafford and Salford engaged a higher percentage of males in the scheme.

Figure 3.7: Gender balance by apprentice's home local authority – GMC apprentices (n=985)



3.16 2.8% of GMC participants classified themselves as Asian or Asian British, 1.7% Mixed, 1.2% Black or Black British and 0.2% Chinese or Other. These figures are significantly lower than the number of youth JSA claimants in GM who come from ethnic minority backgrounds. They are also significantly lower than the 15% of all apprenticeships starts nationally that are made by people from ethnic minorities⁶.

Figure 3.8: Benchmark against the ethnic group of all GM youth claimants⁷



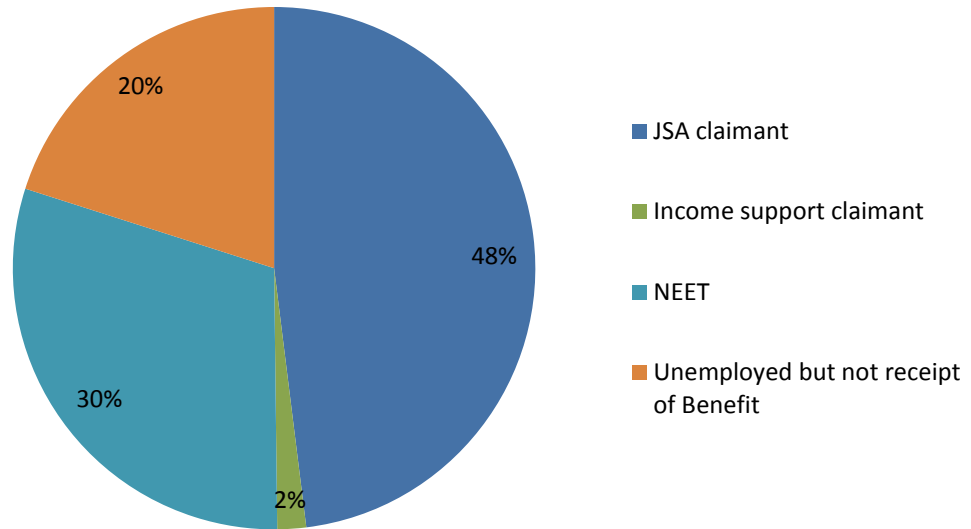
⁶ Institute of Employment Studies, *Under-representation by gender and race in Apprenticeships* (December 2013)

⁷ Source: NOMIS, Claimant Count, January 2014

Prior status information

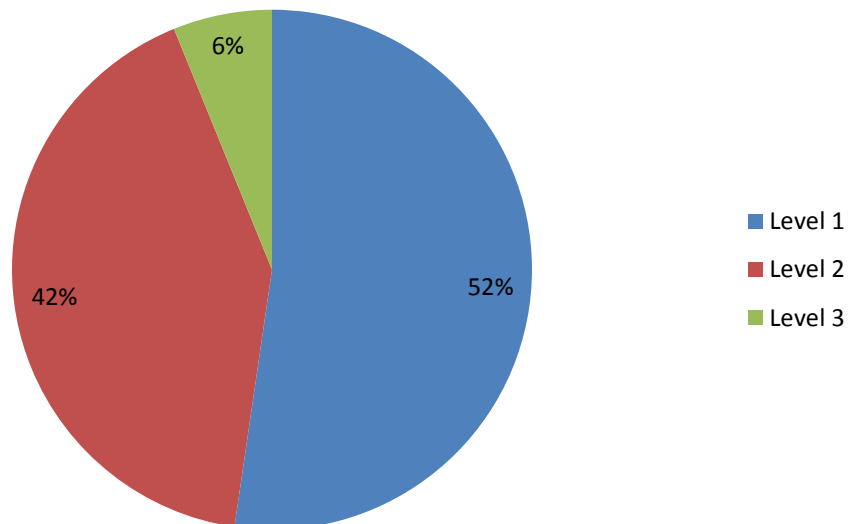
3.17 Prior to starting a GMC apprenticeship, 38% of young people were claiming JSA, and 24% were recorded as NEET by their local authority.

Figure 3.9: Claimant status prior to GMC apprenticeship (n=790)



3.18 Nearly half of the GMC participants had already achieved a level 2 or level 3 qualification before they took part in the GMC.

Figure 3.10: Prior qualifications of GMC apprenticeship (n=260)



Training provider information

- 3.19 Manchester, Salford and Oldham were the local authorities with the highest number of training providers engaged in the GMC. This will at least in part be due to higher numbers of training providers being based in the city centre.

Table 3.2: Number of GMC training providers who have placed a young person by local authority

LOCAL AUTHORITY	No OF TRAINING PROVIDERS WHO HAVE PLACED A YOUNG PERSON
Manchester	25
Salford	24
Oldham	20
Tameside	19
Trafford	19
Wigan	19
Rochdale	17
Stockport	15
Bolton	14
Bury	10

Source: GMC project team database

- 3.20 The training providers who have been most active in engaging with the GMC include Rochdale Training, Damar Training and The Manchester College.
- 3.21 Economic Solutions is by some distance the largest provider of apprenticeships within GM but was only the 12th busiest provider in terms of engaging with the GMC.

Table 3.3: Most active GMC training providers

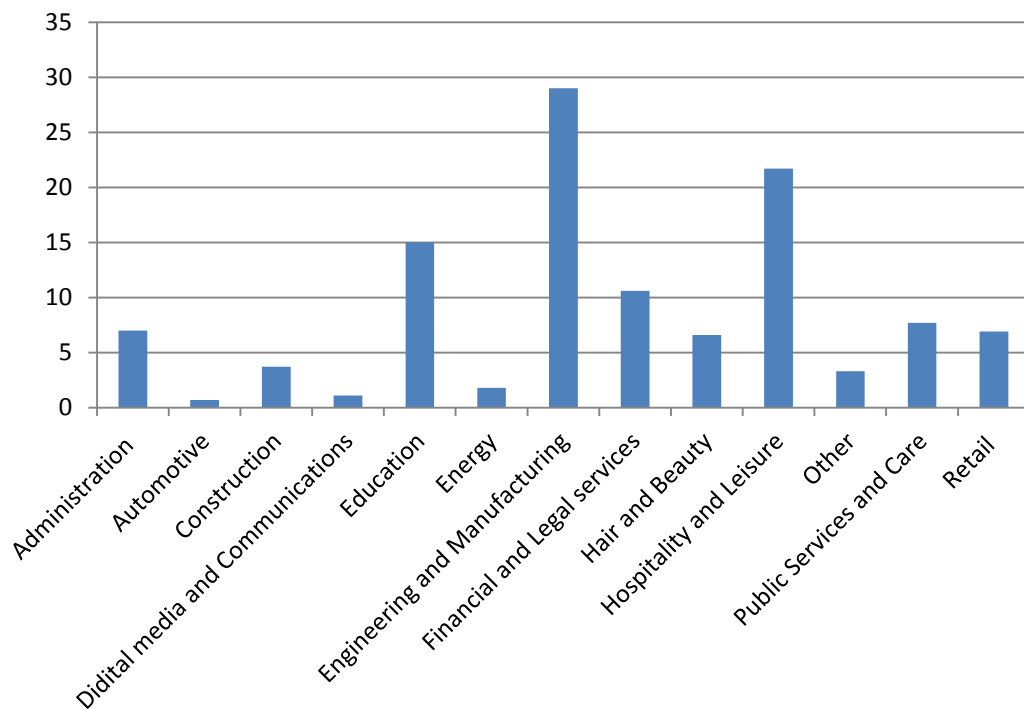
TRAINING PROVIDER	No OF APPRENTICES
Rochdale Training	96
Damar Training	96
The Manchester College	92
Bury College	53
The Oldham College	48
De Vere	46
Mantra Learning	46
Hopwood Hall	43
Tameside College	39
Warrington Collegiate	38
Wigan & Leigh College	35
Economic Solutions	33
Trafford College	32
Pendersons	27
Oldham Engineering	26
North Lancs Training Group	25
Salford City Council	24
ESTC Group	23

Source: GMC project team database

Employer information

- 3.22 86% of the apprenticeship vacancies that were filled with the help of a GMC grant were Level 2 vacancies. In 2012/13, looking across all GM apprenticeship starts 57% were at Level 2.
- 3.23 'Hospitality and Leisure', 'Engineering and Manufacturing' and 'Education' were the three largest sector subject areas in terms of GMC support apprenticeship starts.

Figure 3.11: Percentage of GMC supported apprenticeship starts by sector subject area (n=500)



- 3.24 It should be remembered that the apprenticeship subject of study of the young person may not be directly related to the sector that their employer operates in – for example, an engineering company may recruit somebody as an apprentice administrator.
- 3.25 Nationally the most active sectors as far as recruiting apprentices is concerned are Business, Administration and Law (32%), Health, Public Services and Care (21%) and Retail and Commercial Enterprise (21%)⁸.

⁸ BIS (December 2013). Evaluation of the Apprenticeship Grant for Employers (AGE 16 to 24) programme.

Summary

- 3.26 **GMC project management information shows that the scheme provided circa 40 grants per month over the two years it operated.** The profile of these starts mirrored that seen for apprenticeship starts in general, with a large number of participants beginning their apprenticeship in the period from August – October each year.
- 3.27 A higher number of GMC grants were made to employers who recruited a male rather than a female but this is less surprising as in GM, young men are more likely than young women to be on out of work benefits, and hence the GMC has a larger pool of young men to offer support to.
- 3.28 **Take up rates have varied quite considerably across the 10 GM districts,** with three localities paying out all the GMC grants allocated to them but lower levels of uptake in the boroughs with larger initial grant allocations dragging down the overall uptake figure.
- 3.29 **Fewer young people from BME backgrounds have secured an apprenticeship part-funded through the GMC than would be expected** given the relatively high rates of youth unemployment seen amongst these groups. However, according to data collected by the Skills Funding Agency the number of BME young people securing apprenticeships is low nationally⁹.
- 3.30 Finally, 86% of GMC supported apprenticeships have been at Level 2; but **half of GMC participants already held a Level 2 or 3 qualification before they began on the GMC.** It may be that these participants are gaining a qualification in a subject or sector that is unrelated to their previous studies but it also seems likely that some of the participants have in effect been funded to achieve a level of qualification they already had.

⁹ Skills Funding Agency, FE Data Library: Apprenticeships 2002/03 – 2013/14.
<https://www.gov.uk/government/statistical-data-sets/fe-data-library-apprenticeships--2>

4. Views on the impact of the GM Commitment

4.1 The final evaluation sought qualitative feedback on the performance of the GMC by undertaking face-to-face and telephone consultations with representatives from the 10 GM local authorities, and through an online survey of training providers who had offered a moderate or large number of apprenticeships vacancies via the GMC model. This chapter summarises the findings from these consultation exercises plus gives a reminder of what employers told us during the interim evaluation.

Training Provider views

4.2 Only a small sample of training providers contributed to the interim evaluation. They told us that:

- GMC paperwork had been burdensome but they appreciated efforts by New Economy to streamline these processes;
- They felt that the marketing of the scheme could have been stronger and did not see it as solely the job of providers to push the scheme during their regular conversations with employers;
- They viewed the quality of apprenticeship opportunities being generated through the GMC as variable, and noted the issue of some employers offering the minimum apprenticeship wage; and
- They had definitely seen changes in employer attitudes towards employing NEET/unemployed young people as a result of the GMC but did not feel that provider attitudes in this respect needed to change as they already engaged with these groups.

4.3 For final evaluation, we went back to the training providers to ask the same and further questions on what shape GM's youth employment and apprenticeships initiatives should take in future. A copy of the questions we asked is included at appendix A. 11 training providers responded; all had had a lot or moderate amount of involvement with GMC. They told us that:

Aims, marketing and administration of the GMC

4.4 The training providers were unanimous in saying that they understood the aims of the GMC, identifying that the programme aimed to get NEET young people into employment and to encourage more employers to consider employing apprentices.

4.5 80% of the training providers surveyed agreed that the GMC had been effectively marketed to training providers, with one respondent mentioning the value of receiving information that could be passed onto employers. However, fewer training providers felt that the GMC had been effectively marketed to employers: 30% said that it had been well marketed to employers; versus 40%

thought it had not. This finding suggests a breakdown in communication, with training providers not understanding that the central team and local authorities expected them to do all subsequent work around marketing the grant payment to employers who had apprenticeship vacancies. Further comments on this topic included:

'None of our employers had ever heard of the grant until we informed them'

'Many employers have not been aware of the grant. They all seem to know about the AGE Grant from NAS but not this grant, unless informed by myself'

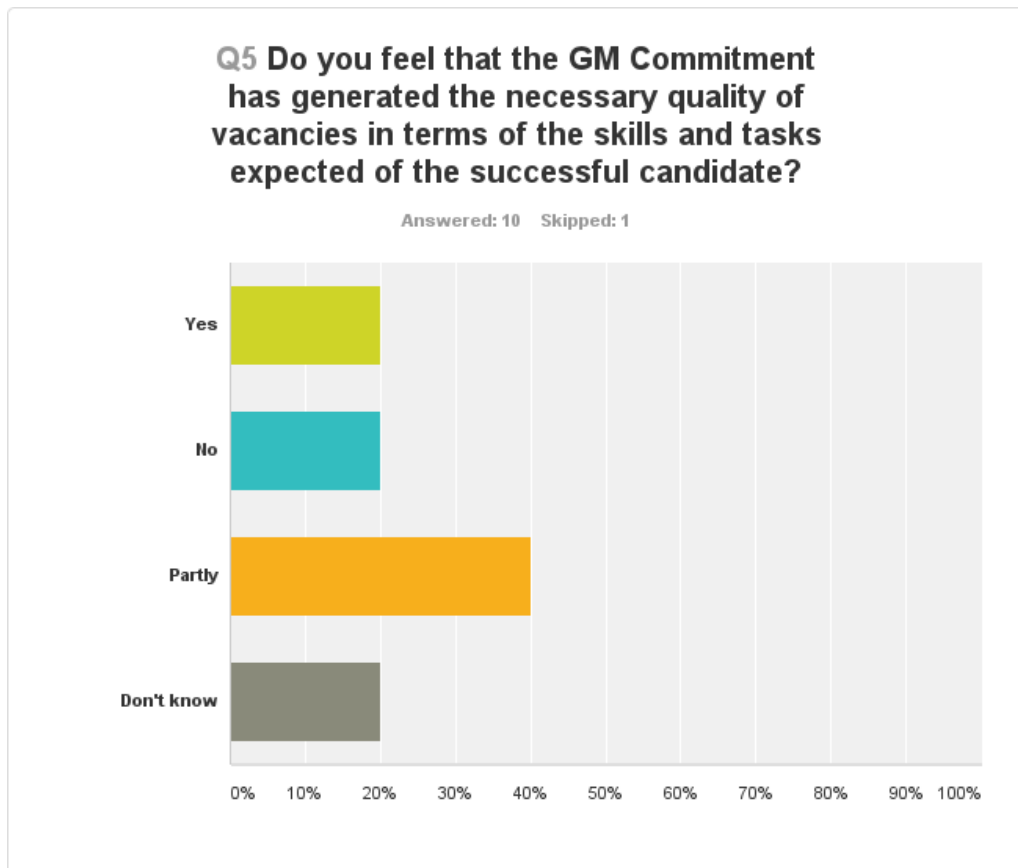
- 4.6 There were mixed views on the administration of the GMC by New Economy. Some respondents mentioned the improvements made since the start of the scheme but others felt the scheme remained overly bureaucratic and compared it unfavourably to the AGE grant in this respect.

'Originally the process put off providers because of the process, but since I have been dealing with [New Economy staff] the training and process has been far easier.'

'We feel that the paperwork was over complicated, too many forms had to be completed by us. We feel that the AGE grant is administered more effectively.'

The quality of GMC funded apprenticeships

- 4.7 Although it was not an explicit aim of the GMC to subsidise specific types or quality of apprenticeships, in many stakeholder discussions the issue of trying to subsidise high quality vacancies was raised. Therefore, in our discussions with training providers we asked whether they felt that vacancies which had received a GMC grant payment were of a decent quality in terms of the roles and wages on offer. Training provider opinions were split on this:



- 4.8 One respondent thought that the GMC had encouraged employers to take on young people solely to get the grant but another respondent countered this, saying that the sustainability of the vacancies they had brokered had been good:

'out of 110 grants, only 10 have left before the 8 week mark,'

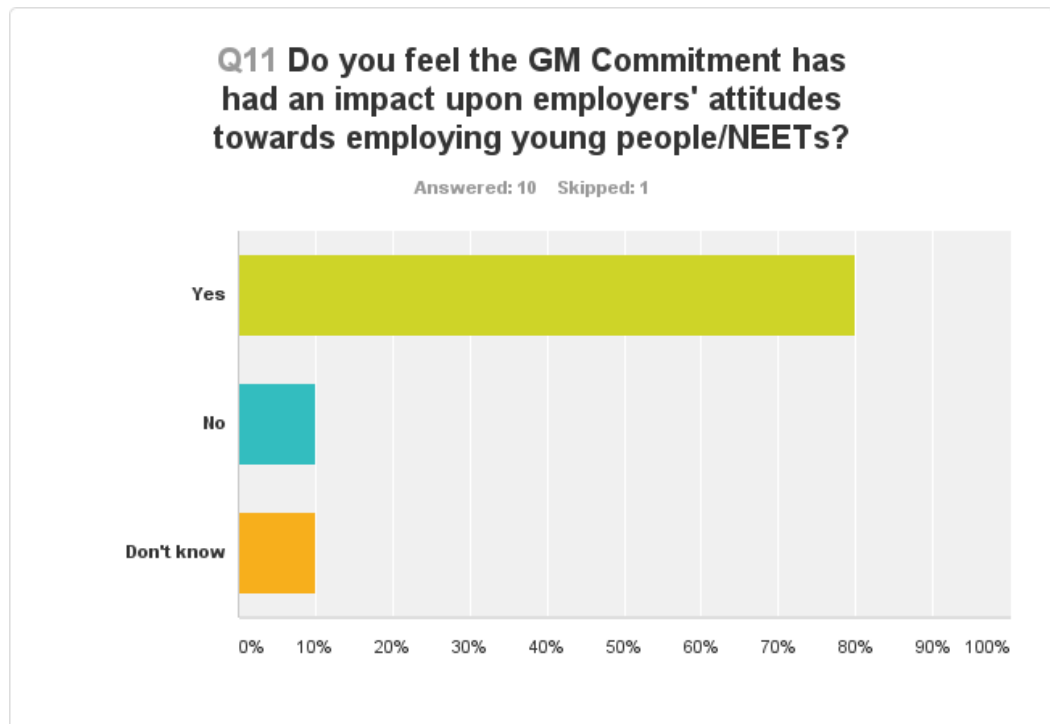
- 4.9 A majority (60%) of the training providers who completed the survey agreed with this sentiment, saying that they were confident that the people placed through the GMC would likely remain in employment once the grant period ended. The remaining 40% felt that some of those placed were likely to remain in employment.

Impact of the GMC upon employers and providers

- 4.10 In the interim evaluation a clear majority of providers said that training providers were already geared towards working with unemployed young people and hence did not feel that the GMC needed to change provider attitudes towards this issue. These views were repeated in the final evaluation; 70% of respondents said that the GMC had not changed their attitude to working with young people/NEETs.

'We have always worked well with young people and those who are NEET, often running Pre-Employment courses for young NEET people. I think the GM Grant has perhaps enhanced our work ethic towards young people though.'

- 4.11 Another comment given in response to this question was that it is employer attitudes towards employing young people/NEETs which need to change. And on this issue it is felt that the GMC is having an impact.



- 4.12 Views on the extent to which employers' attitudes had changed varied:

'definitely changed a lot of employers' attitude to this group - many perceived as low motivated and poor attitude which happily proved wrong'

'the grant meant that they were willing to take on somebody that they might not have considered before'

'From our point of view, this is a no, as mentioned we have always worked with young NEET people, however I can imagine for some employers have come to the realisation that young people who maybe NEET, will work just as well as those coming straight from school or college.'

- 4.13 The ability of the GMC to change attitudes towards employing young people/NEETs was felt to have been hindered by wider economic conditions; 40% of respondents to our training provider survey agreed that wider economic conditions had had an effect on GMC performance:

'The recruitment activity certainly dropped off during the downturn affecting young people recruitment more than other ages'

Future priorities

- 4.14 All training providers who responded to the survey wanted the GMC to be retained. Of these, 40% wanted it retained in its current format and 60% wanted to see modifications.

'It should be retained because many small employers were, are and will continue to struggle - many want to employ but are reluctant to do so. These grants for Apprenticeship help Colleges and Training Providers promote Apprenticeships to employers especially 16 to 18 years which we are struggling with.'

- 4.15 In terms of modifications, training providers do not want to see major changes to the GMC; just efforts to make the scheme as simple and as quick as possible for employers.

'Paperwork needs to be simplified in line with the administrative procedure of the AGE grant Advertised directly to employers'

'The process is now much easier to access and the staff are extremely helpful. More accessible marketing information would be useful but it is to continue then I would be happy to promote and administer to employers'

- 4.16 A further point was made that only by running schemes such as the GMC for a long period of time do you raise employer awareness of the issue of youth unemployment and the incentives that are out there to help them support GM to tackle the issue.

'I think on the whole it is good to have schemes like this but it should be continuous - So it becomes well known - we should always incentives for small employers to recruit young people whatever the economic climate - It is always better to have young people working, learning and contributing and therefore become a productive member of society rather than being unemployed which has it's own issues associated with that.'

Local authority views

- 4.17 Local authorities had a key role to play in GMC model by helping to match the apprenticeship opportunities offered by the training providers with local unemployed/NEET young people.

- 4.18 For our interim evaluation of the GMC we spoke to officers within the local authorities who have been involved in the design and delivery of the GMC. Consultees told us that the GMC had had a slow and unsteady start, with mixed levels of provider engagement due in part to the grants on offer not being large enough to sway provider and/or employer behaviour. Consultees supported the existence of a central team to manage the GMC but felt that the GMC 'offer' was diluted or confused by the presence of other national and local apprenticeship promotion schemes.

- 4.19 To test the response to these findings we have held face-to-face or telephone consultations with officers from 9 of the 10 GM local authorities. The subjects we covered in these consultations included:
- how GMC has influenced training providers and employers within their borough,
 - the quality and sustainability of apprenticeships that have been brokered;
 - the value of having GM level activity and support; and
 - ideas for GM's future activity on apprenticeships and youth unemployment.

A copy of the consultation proforma is attached at appendix A.

The impact of the GMC upon providers and employers

- 4.20 Stakeholders remained of the view that training providers' response to the opportunities offered by the GMC has been disappointing, with the local college often being the only provider who had engaged with the scheme at scale and other private providers choosing not to engage or only offering a small number of grants.
- 4.21 Reasons for the low level of training provider engagement were felt to include a reluctance to take the risk of offering clients (i.e. employers) the chance to recruit somebody who has been NEET and an aversion to the paperwork surrounding the scheme.

"From my experience providers have been critical of the paperwork, which is confusing and onerous in comparison to the AGE grant. Take up in _____ seems to be reasonable but not high and this is probably partly to do with providers being reluctant to follow the process through"

"I have attended meetings with providers and they have been reluctant to promote it. Too much admin from their part, not worthwhile..."

- 4.22 Many local authorities felt that as training providers were not engaging and the National Apprenticeship Service were not being pro-active in mentioning the GMC the job of promoting the GMC grant fell back onto them. Local authorities, having experienced a considerable cut in employment and skills resources, lacked the capacity to take-on this role or seek out new providers.

"We have a strong relationship with _____ College, who have been the lead provider within the borough but weaker relationships with the smaller providers and have lacked the capacity, both locally and centrally to develop these smaller providers' role in GMC"

- 4.23 The GMC model's reliance upon training providers to promote the grant was also felt to not relate to the practicalities of how apprenticeships are delivered in different parts of GM. In some boroughs there are a considerable number of training providers who have the contracts required to deliver a range of

apprenticeship frameworks. In other boroughs the number of providers with such contracts is smaller or focused on a narrower range of frameworks. This led to a situation in some boroughs where there were only a few providers, engaging with a relatively small number/profile of employers from which GMC grant eligible vacancies could be developed.

“Performance of GMC in _____ has been very mixed and overall numbers of apprenticeships has been low – [the] reason for this is a lack of active providers within the borough – [a college] have very small NAS contracts and are low quality providers in terms of apprenticeships; [two providers] have larger contracts but these are focused on a few frameworks, meaning there is little scope to involve a wider range of local employers in the GMC.”

- 4.24 In terms of those providers who engaged with the GMC, stakeholders felt that these providers were selling the GMC grant as an added bonus to employers rather than suggesting it as a key reason for recruiting an unemployed/NEET 16-24 year old. This chimes with the interim evaluation finding that training providers viewed the grant payment as too low to truly influence a company's recruitment decision.

“We delivered briefings with providers to sell the package [but they] are not interested in this type of funding”

- 4.25 Where stakeholders were more positive was in respect of GMC changing the attitude of employers towards recruiting unemployed young people. Here it was felt that there had been slightly more success at shifting attitudes.

“there are some employers that have secured the grant for an apprentice that have not previously employed an apprentice before. The grant in these instances was probably a contributory factor in making that apprenticeship happen. Ideally, we would hope that these employers go on to employ further apprentices in the future, with or without the funding”

“Employers are keen to engage with young person because of high youth unemployment [and are] more likely now to consider apprenticeships”

- 4.26 The consensus from the local authority representatives was still that the most important influence over whether an employer recruited a young person was whether they felt that young person had the skills and was 'right' for the job. Grants such the GMC are felt to influence at the margin only.

Administration of the GMC

- 4.27 Local authority officers understand and accept that there needs to be a paperwork trail associated with grant schemes, New Economy's spot checks of providers were viewed as having been effective, and amongst those who had witnessed the whole of the GMC delivery period the view was that whilst administration of the GMC had started out as excessive it had become streamlined over time – for example, following feedback it was decided to relax the procedures relating to confirming a participant's NEET status.

“initially paperwork and evidence needed was bureaucratic and too carved in the stone / “must do this”. Towards the end it got easier and less bureaucratic - but only towards the end.”

“Management info [was] very slow to come out. The way it's presented is now ok, but it took 6-12 months to get to that point. Was told information would be available every 4-6 weeks and it hasn't happened”

- 4.28 Several consultees mentioned that the regular churn of officers leading on the GMC, both within New Economy and within the boroughs, had hampered efforts to get a quick and efficient administration in place. However, where local authority staff had developed 1-2-1 relationships with members of the New Economy team who were overseeing the process they were positive about the support they had received.
- 4.29 We asked all local authorities whether and how the GMC had been integrated with local efforts to promote apprenticeships. In nearly all cases the local authorities told us that they had promoted the GMC and linked it to their wider activity on apprenticeships but that this promotion had been treated as an add-on rather than core activity. A few respondents said that they did not want to promote the GMC grant to employers early on in case the employer subsequently did not meet the eligibility criteria. Instead, the GMC grant was often mentioned later on when the employer's eligibility had been established.
- 4.30 The local authorities seemed to be unaware of the decision not to proactively market the GMC which was taken after the interim evaluation. During the final evaluation several consultees mentioned that marketing of the GMC had tailed off after an initial push – the point being made that changes in personnel locally and centrally had contributed to this. One consultee compared this to the marketing of the national AGE grant:

“The national AGE grant scheme started very slowly but is now snowballing – takes a while for employers to become aware of and understand such schemes – awareness of AGE grant definitely higher than awareness of GMC grants.”

- 4.31 Six of the nine respondents mentioned sharing their approach and learning from the GMC with other GM boroughs, and were positive on the benefits from doing so. However, the overriding feeling from the boroughs was one of isolation as far as the delivery of the GMC was concerned.

“On the apprenticeships [we have] not really shared things. People have just got on with it. Not the case though that other authorities wouldn’t be willing to share”

- 4.32 Feeling isolated was frustrating because many respondents feel that they and their colleagues have the local and business contacts needed to make schemes such as the GMC a success; staff in one borough talked of ‘twiddling thumbs’ whilst waiting for training providers to come forwards with apprenticeship vacancies that were eligible for a GMC grant.

Future priorities

- 4.33 Consultees responses to questions about the future design and delivery of apprenticeship schemes in GM can be summarised along the lines of the GMC having been an interesting experiment but its impact had been undermined by a combination of insufficient resourcing and unclear objectives.

“GMC has been a Cinderella programme – [with] a lack of resource and a lack of strategic push and high level interest in the programme.”

“GMC is a good idea but improvements can be made”

- 4.34 When asked what these improvements might be the discussion often broadened out to GM’s apprenticeship strategy in general, with suggestions including:

- Focus on growth sectors;
- Time limit the grant in order to boost uptake in localities that are lagging in terms of numbers of starts;
- Information, advice and guidance within schools – get more people to consider an apprenticeship and prevent them becoming NEET in the first place;
- Give training providers the option of being more of a key worker – not limiting their input to a specific form of skills training that they specialise in; and
- Turn the grant into a personal budget for the learner to spend as they want/need.

- 4.35 The boroughs would like to see more flexibility in how such schemes operate with the point being made that each borough has a different training provider base, different employer base, and different youth unemployment

characteristics – this means that a single grant based approach is often not suitable or effective.

- 4.36 Some stakeholders felt that if the GMC was designed now they would design a process under which more time could be taken to understand an employer's long-term growth strategy, to assess how likely they are to sustain a young person in employment, and to offer them a wider range of incentives to support their long-term aims.
- 4.37 A view expressed by the local authority stakeholders was that the market alone will not create sustainable apprenticeship vacancies at the scale needed to dent GM's youth unemployment figures.

“GMC has proven that providers and employers cannot make the apprenticeship market themselves – they lack desire, skills, scope, knowledge etc – locality officers need to be central to this market making”

Employer views on GMC

- 4.38 Although the research for this final report has not included research with employers, for interim evaluation 14 employers completed an online survey on their experiences of employing an apprentice via the GMC. They told us:
- the GMC has had some success in terms of introducing new employers to apprenticeships;
 - in nine out of 10 cases training providers had made the GMC eligibility criteria clear to employers, and fewer than a quarter of surveyed employers said that the GMC paperwork was burdensome;
 - a majority of employers are happy with the skills, knowledge and attitude of the apprentice they have taken on under the GMC. A lower percentage of employers are happy with the experience that their apprentice can bring to the workplace. However, only a handful of employers said that their apprentice is poorly matched to the company's needs;
 - only one instance did the employer think it unlikely that the apprentice would be retained once their contract came to an end. In ten cases employers said it was likely or certain that the young person would be retained;
 - seven of the employers would not have recruited their apprentice if the GMC grant had not been in place and three were unsure whether they would have recruited; and
 - just over half of employers replied that they were happy with the GMC scheme as currently designed. From the six who wanted to see changes, the most common requests were for grant payments to be made sooner and for employers not to have to complete multiple sets of paperwork. Two employers talked about varying the grant payment in relation to the skill level of the apprenticeship that has been brokered.

Summary of stakeholder views

- 4.39 Research for the interim and final evaluations of the GMC has included a large amount of consultation with the employers, training providers and local authority staff who have been involved with and central to the activity of the GMC over the past 18-24 months.
- 4.40 From these consultees a number of common views emerge. In terms of positives, **the consensus is that the GMC has had a beneficial impact upon employers' attitudes towards employing young people/NEETs** and that the GMC has resulted in companies who previously did not take on apprentices starting to do so.
- 4.41 Feedback from employers and from the training providers indicates that **in the majority of instances, the apprenticeship vacancies that have been subsidised by the GMC are net additional jobs** – by this we mean that the employer would not have recruited the young person without the grant and has not substituted the employment of somebody aged over 25 for somebody aged under 25. **Stakeholders also believe that the jobs that young people are being supported to access via GMC are being sustained** beyond the length of the grant period and that the GMC is therefore having a beneficial impact upon youth unemployment rates over the longer-term.
- 4.42 The consultees have also highlighted a number of areas and issues where the GMC has been less of a success. People were unclear on who had responsibility to market the grants, leading to a scenario under which awareness of the grants amongst employers and in some instances amongst providers were poor. Here it seems that GM can learn from national activity to promote the AGE grant scheme.
- 4.43 **Administration of the scheme is felt to have improved but, in contrast to employers' views, a number of the training providers we spoke to still feel that too much paperwork needed to be completed** before vacancies could be filled and grants could be paid. Where New Economy staff had been able to personally assist with paperwork this was greatly appreciated but it also appears that there has been too small a central resource to offer this support in all cases.
- 4.44 **The GMC is felt to have had a limited impact upon training provider attitudes towards working with unemployed young people/NEETs.** When asked why this is so, training providers say that they already work with these groups so no change in attitude was needed but the fact that in several localities very few providers engaged with the scheme suggests that this is only true for some providers and that many remain to be convinced of why and how they should support unemployed/NEET young people into sustained employment.

4.45 The failure to engage significant numbers of training providers had further ramifications for the GMC because the role of training providers in identifying eligible vacancies was central to the model. If training providers did not identify vacancies then local authority staff had little to do in terms of matching unemployed/NEET young people to those vacancies. The expectation from the centre appears to be that training providers had greater capacity and ability to market the grants but from training providers it is felt that this push should come from the centre. In turn, the New Economy team felt that their role has been defined by the partnership as administering the GMC rather than leading it.

5. Findings from young person survey

- 5.1 The 2013 interim evaluation of the GMC was unable to generate primary data and information on the experiences of young people benefitting from GMC subsidised apprenticeships and instead had to rely on secondary evidence of young people's views of apprenticeships. For the final evaluation an external survey company was commissioned to undertake 100 telephone interviews with a selection of young people who had taken up one of the apprenticeships generated via the GMC. The survey covered the following topics:
- The respondent's characteristics (age, gender etc)
 - Satisfaction with various elements of their apprenticeship
 - The impact of the apprenticeship upon their skills and knowledge
 - Their future career plans
- 5.2 It should be noted that many of the young people surveyed will not have known that they are/were on a GMC subsidised apprenticeship. Therefore, the responses they gave during the telephone interviews represent their views of apprenticeships in general rather than the GMC in particular.
- 5.3 A copy of the survey questionnaire is attached at appendix A.

Respondent Profile

- 5.4 Efforts were made to ensure that the profile of those who responded to the survey was similar to the profile of GMC beneficiaries reported in chapter 3. Accordingly, the survey achieved the following sample profile:
- 40% of the respondents were female;
 - 80% were over the age of 19;
 - An examination of the prior status of the respondents revealed that over half of the respondents (58%) did not categorise themselves as having been unemployed when they began their apprenticeship; and
 - Of those young people who classified themselves as unemployed prior to the apprenticeship (42%), 71% had been unemployed for less than 6 months, 22% less than a year and 7% over a year.
- 5.5 This analysis shows a similar gender split to that recorded in chapter 3. They were also just as likely to have been claiming JSA as a typical GMC beneficiary.

Impact of the apprenticeship

- 5.6 Over half of the respondents (61%) mentioned the apprenticeship had had a positive or very positive impact on their technical and general skills.
- 5.7 The general consensus, especially among the female respondents, was that the apprentices' general skills had improved more than their technical skills. Male respondents were considerably more likely to say that the apprenticeship had had little/no impact upon their technical skills.

Figure 5.1: On a scale of 1-5, what impact has the apprenticeship had on your technical skills (e.g. the specific skills you need to do your apprenticeship)?

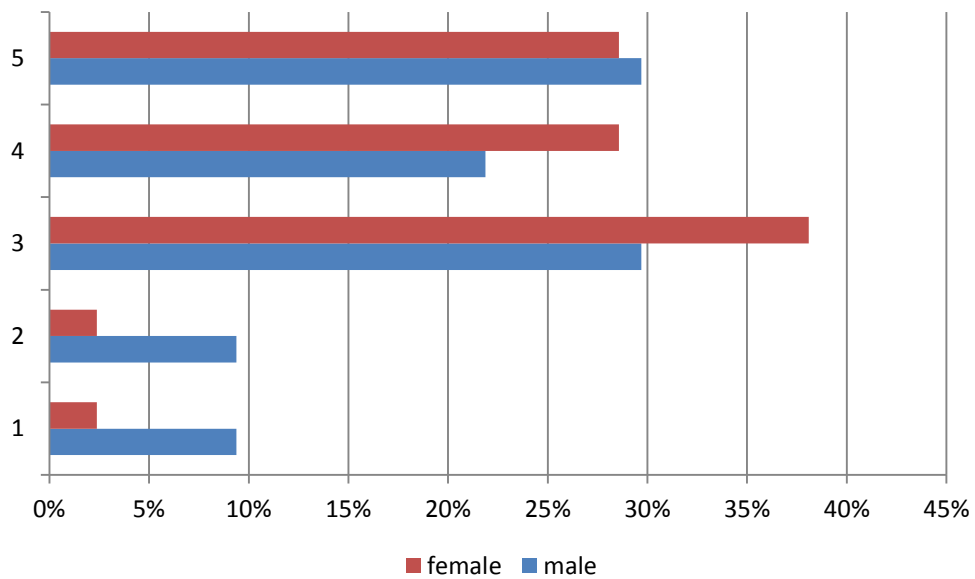
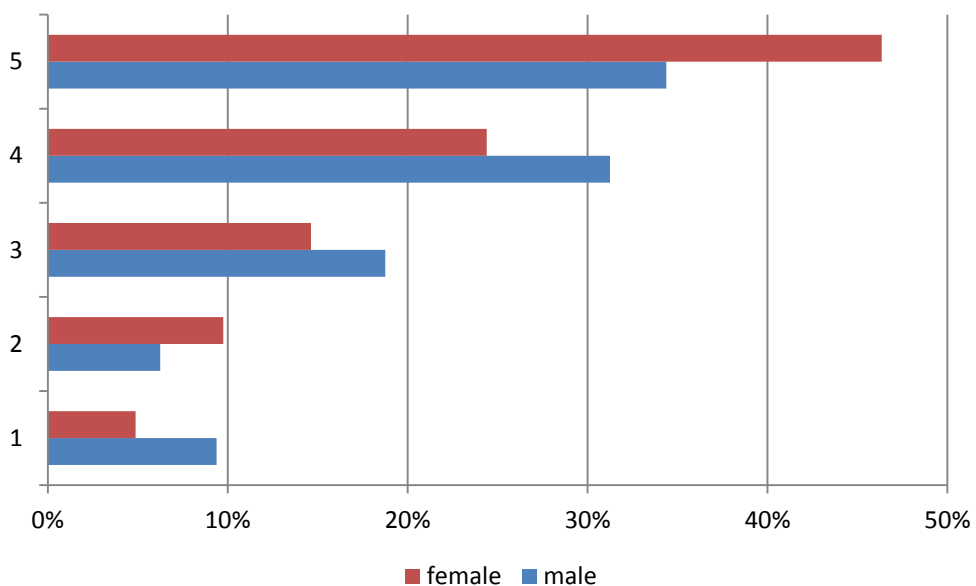
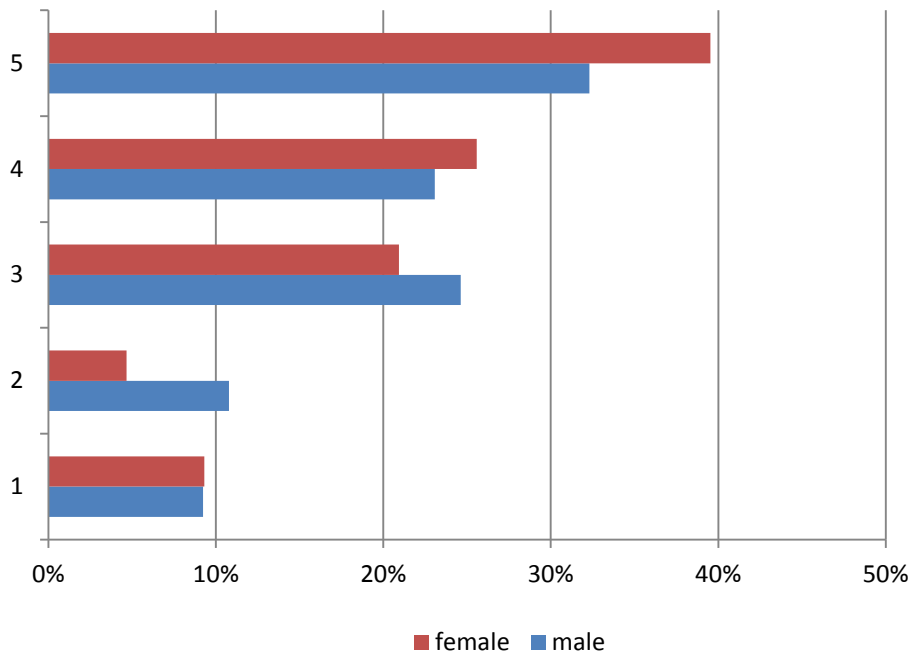


Figure 5.2: On a scale of 1-5, what impact has the apprenticeship had on general skills (e.g. communication, team working, leadership etc)?



5.8 Over half of the respondents felt that the scheme had been beneficial in terms of gaining an improved understanding of the world of work. As with the impact on general and technical skills, female respondents reported a slightly higher improvement in their knowledge than male respondents. 18% of male and 14% of female respondents felt that the apprenticeship had little/no impact on their knowledge of their world of work.

Figure 5.3: On a scale of 1-5, what impact has the apprenticeship had on your knowledge of the world of work?



5.9 The young people were also asked if the apprenticeships had had any impact on their lives outside work; just over half of the respondents mentioned that the apprenticeship had impacted positively on their self-confidence and friendships.

5.10 Again, male respondents were more likely to report that their apprenticeship had had little or no impact upon their motivation, self-confidence or social relations.

Figure 5.4: On a scale of 1-5, what impact has the apprenticeship had on your motivation & self-confidence?

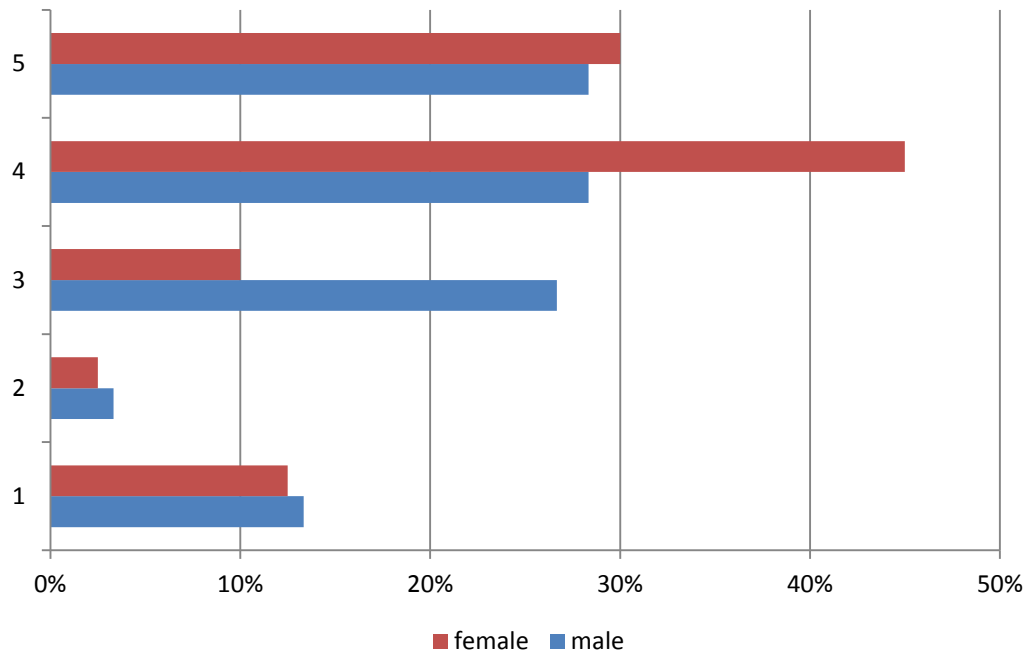
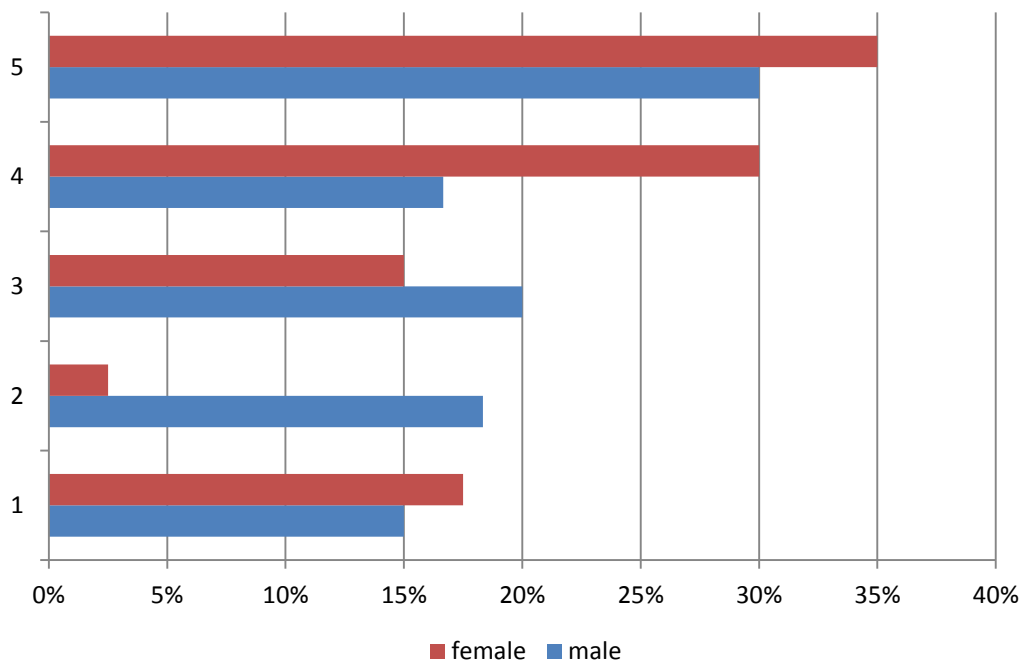


Figure 5.5: On a scale of 1-5, what impact has the apprenticeship had on your social contacts & friendships?



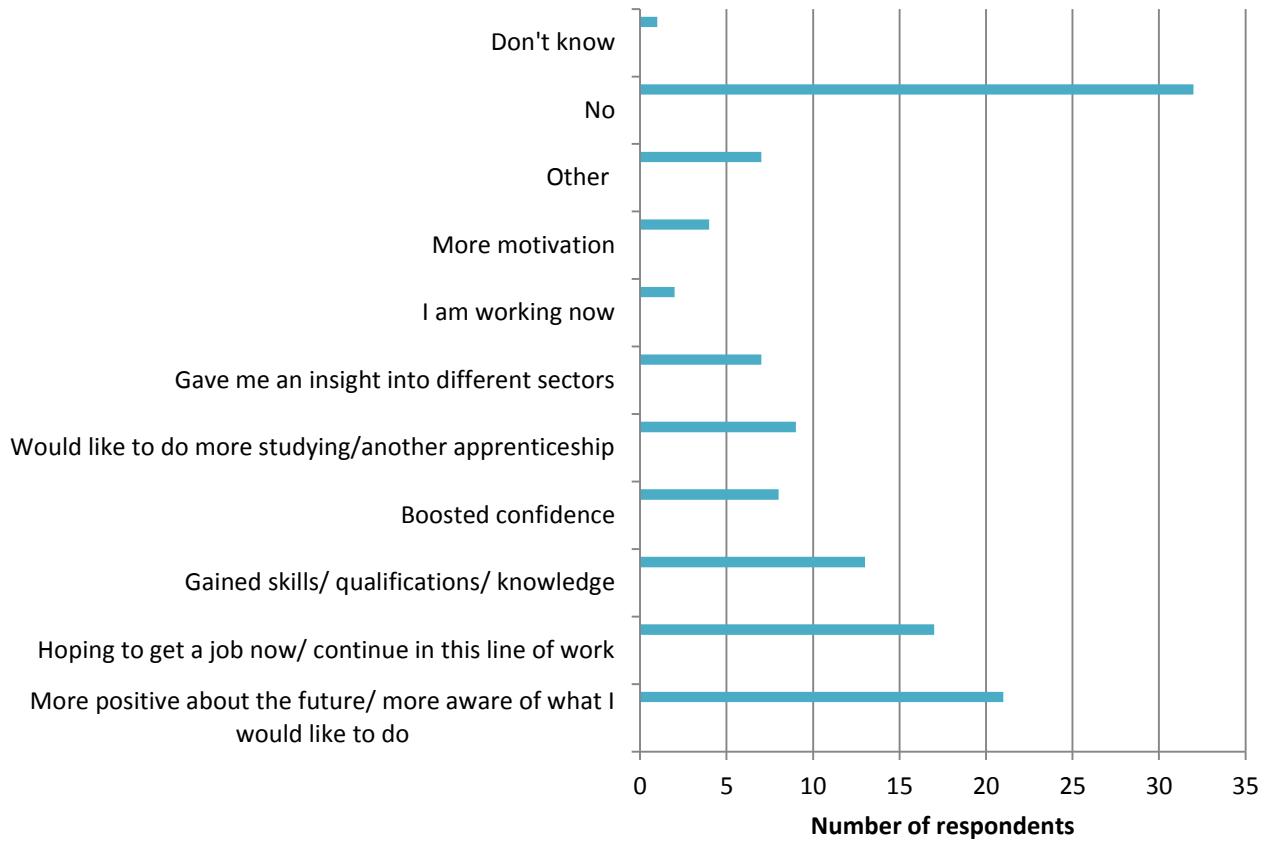
Destinations of respondents following the apprenticeship

- 5.11 70% of the respondents mentioned that their apprenticeship was in an area they planned to work in, of which 40% had previously been unemployed.
- 5.12 Of the 30% of respondents who said that their apprenticeship was not in an area they had planned to work in, 50% had previously been unemployed. The relatively small difference between the 40% and 50% previously unemployed figure suggests that GMC participants who were previously unemployed were not/did not feel more pressure to accept an apprenticeship in an area in which they did not want to work.
- 5.13 Just over 40% of the respondents confirmed that their apprenticeship was still ongoing, and of those 84% hoped to stay with the company once the apprenticeship had finished.
- 5.14 Of the 60% whose apprenticeship had finished:
- 20% were still employed by the company they undertook their apprenticeship with;
 - 38% were employed by another company; and
 - 38% were unemployed.
- 5.15 Breaking these figures down by gender shows that:
- Male respondents were both more likely to be still employed by the company they undertook their apprenticeship with or with another employer;
 - Males were also more likely to be unemployed; and
 - Females were more likely to have returned to education.

Career impact and future plans

- 5.16 The young people were asked if their GMC subsidised apprenticeship had influenced their future plans regarding education or work in any way.
- A third of respondents said that the experience had not influenced their future plans.
 - Two thirds thought that it had had a positive impact on their future plans, mainly because it had made them more aware of what they wanted to do in the future or given them useful skills, knowledge and qualifications.

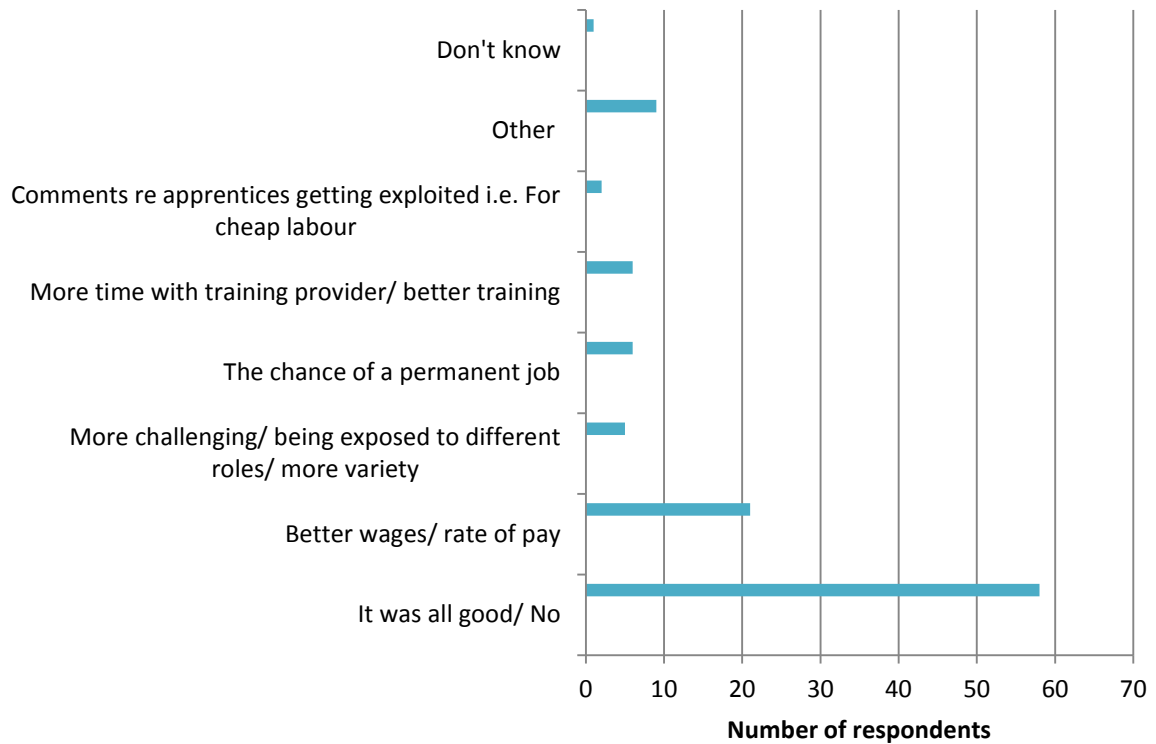
Figure 5.6: “Has the apprenticeship influenced your future plans regarding education or work in any way?”



Thoughts on potential improvements

- 5.17 Over half of the respondents were satisfied with their apprenticeship and did not want change anything about the scheme.
- 5.18 Amongst the 40% of respondents who did suggest improvements, half called for better wages. Comments around more challenging roles, improved training and a chance of a permanent job were made by a smaller number of respondents.

Figure 5.7: “Is there anything you would like to change about the apprenticeship scheme?”

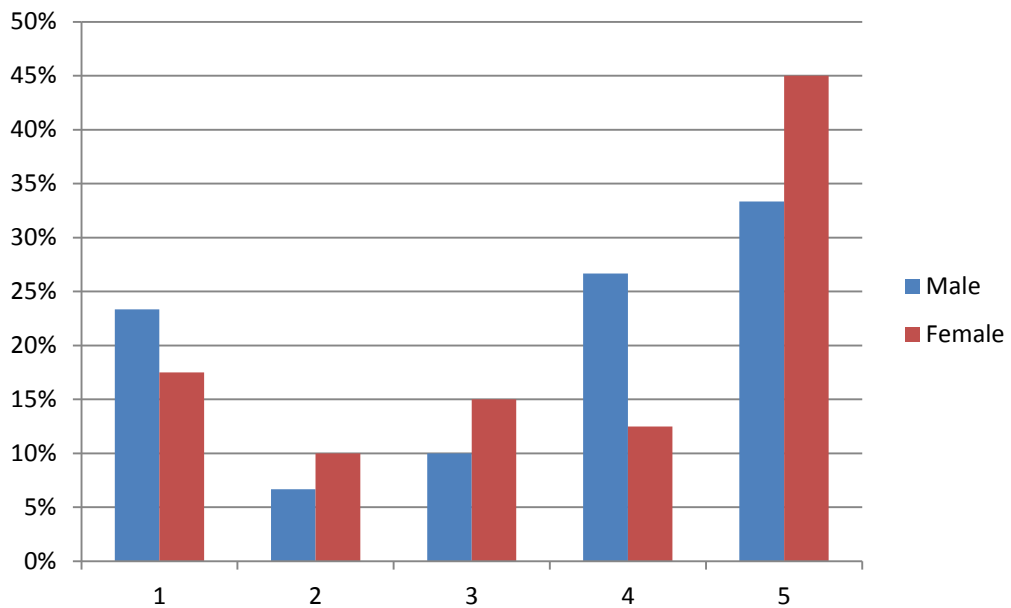


- 5.19 To give some context to the call for better wages, the average hourly wage rate for the GMC apprentices uncovered by the survey was £3.46. 67% of the survey respondents felt they were fairly paid for the work they had been asked to undertake; 31% of respondents expressed dissatisfaction with the rate of pay.
- 5.20 Looking at the 2,000 or so GM based apprenticeship vacancies advertised on the National Apprenticeship Service (**NAS**) website for which the application deadline was October 2013 – April 2014, the average weekly wage being offered was £120, which equates to £3.20 an hour based on a 37-38 hour week. Therefore it appears that the GMC subsidised better paying apprenticeship vacancies. However, advertised wage rates do not always match actual wages and some advertisements will relate to shorter working weeks so this comparison and related conclusion should be treated with caution.

Overall levels of satisfaction

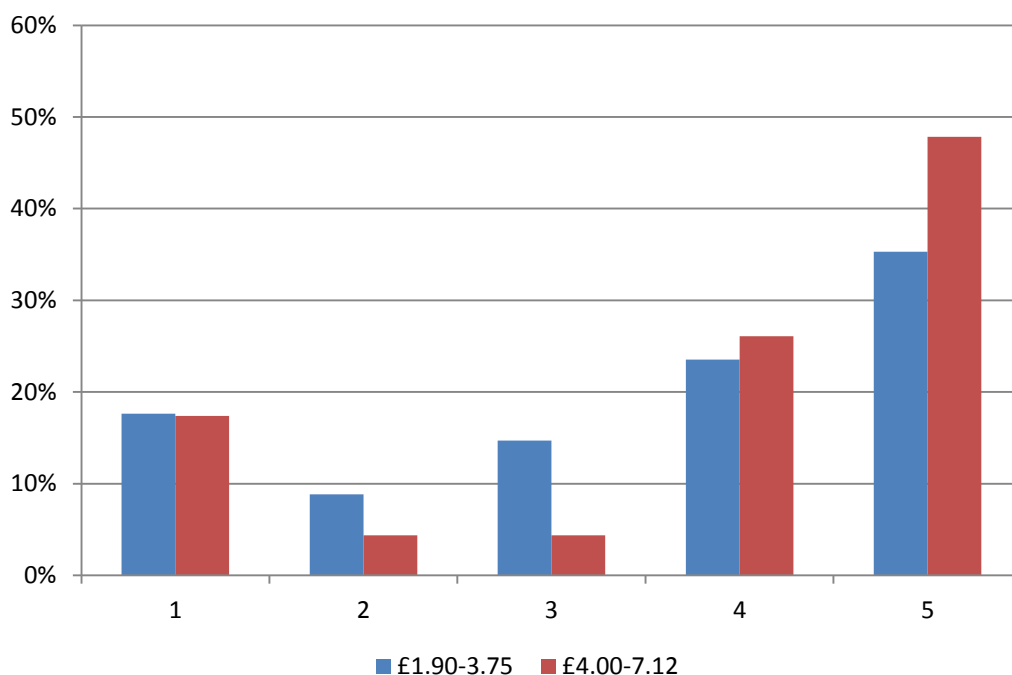
- 5.21 Nearly 60% of both male and female respondents were happy or very happy with their apprenticeship, with females slightly more likely to say they were very happy. However, nearly one third of males and one quarter of females were either unhappy or very unhappy with their apprenticeship.

Figure 5.8: “On a scale of 1-5, how happy are you with your apprenticeship?” (n=100)



- 5.22 Young people who had been paid a higher wage rate (over £4 an hour) reported a higher level satisfaction with their apprenticeship than those who had been paid a lower wage rate (below £4 an hour). However, comparing the two groups' responses also suggests that for those most unsatisfied with their apprenticeship the wage they received was not the primary cause of this dissatisfaction.

Figure 5.9: “On a scale of 1-5, how happy are you with your apprenticeship?” (n=100), answers split by wage rate received



Summary

- 5.23 The survey of young people who accessed a GMC subsidised apprenticeship has added considerably to our knowledge of the performance and impact of the scheme. Foremost, it has demonstrated that **60% of young people supported via the scheme have had a positive experience; but also there is a consistent 20-25% of participants who say that the apprenticeship opportunity has had little, no or a negative impact upon them.**
- 5.24 The benefits of these apprenticeships have been multiple with **participants reporting that they have been able to improve their general, technical and social skills.** It seems that female participants have benefited more than males in terms of developing these skills.
- 5.25 Consultees were of the opinion that the apprenticeship vacancies filled via the GMC would turn into sustainable jobs with participants being retained by their employer. The survey findings cast doubt on this; with **nearly 40% of participants returning to unemployment and only 20% of participants remaining with their employer.**
- 5.26 **Concerns that the GMC is subsidising low wage, low quality positions have also been partly disproved;** the average wage uncovered by the survey is actually higher than the average wage advertised via the NAS apprenticeship vacancy website and only a fifth thought that their wage was too low. Furthermore, few respondents to the survey felt that their apprenticeship lacked rigour or was too basic given their prior skills.

6. Conclusions

- 6.1 The over-arching objectives of the GMC were:
- Young people should secure sustained employment in sustainable jobs;
 - Provide a simple and effective incentive to employers to offer opportunities to unemployed/NEET young people between the ages of 16 and 24;
 - Enhance and work with national programmes rather than displace or compete with these initiatives; and
 - Maximise the investment and impact made by national programmes for young unemployed residents and businesses across Greater Manchester.
- 6.2 This evaluation has used quantitative and qualitative research methods to consider whether these objectives, and wider questions regarding the design and impact of the GMC, have been met.

Key findings

Has the GMC led to more unemployed/NEET young people moving onto apprenticeships than would otherwise have happened?

- 6.3 In its two years of activity the GMC resulted in nearly 1,000 16-24 year old GM residents who were previously unemployed/NEET starting an apprenticeship. Whilst this figure is below the maximum number of starts that could have been offered given the scheme's initial budget, at roughly 500 starts per year the GMC still provided a moderate boost to overall numbers of 16-24 apprenticeship starts in GM each year (i.e. total starts are circa 16,500 per year, so the GMC is boosting total starts by 3-4%).
- 6.4 Not all of the 1,000 apprenticeship starts represent net additional activity. Findings from the data analysis and qualitative research imply that about one third of the starts subsidised via the GMC would have been filled anyway without the grant payment. This leaves approximately 650 additional apprenticeship starts over the past two years being due to the GMC subsidy.
- 6.5 Concerns that the GMC would subsidise low quality apprenticeships do not appear to have been vindicated. Reported wage rates for GMC subsidised apprenticeships have been above those offered for GM apprenticeship vacancies more generally and a majority of young people feel that they are being fairly paid and suitably challenged by their apprenticeship.

Has the programme delivered benefits for young people such as new skills, more and sustained employment opportunities, increased earnings and increased job satisfaction?

- 6.6 60% of the young people who took up a GMC subsidised apprenticeship have achieved sustained employment (i.e. 400 people). Alongside sustained employment, the survey of GMC participants has found that:
- 60% of young people engaged in an apprenticeship via the scheme say they have had a positive experience; but also
 - There is a consistent 20-25% of participants who say that their apprenticeship scheme has had little, no or a negative impact upon them;
 - 2/3 of participants say that their apprenticeship has had a very big or big impact upon their general skills (e.g. team working, communication skills);
 - A similar percentage report that their apprenticeship has had a very big or big impact upon their knowledge of the world of work;
 - 75% of female participants saying that their apprenticeship has had a very big or big impact upon their self-confidence and motivation; and
 - 60% of females and 50% of males told us that their apprenticeship has had a very big or big impact upon the technical skills they need to undertake their job.
- 6.7 Two thirds of the young people we surveyed think that the apprenticeship has had had a positive impact on their future plans by making them more aware of what they want to do in the future and/or giving them useful skills, knowledge and qualifications.
- 6.8 The evaluation has not uncovered robust evidence relating to the impact of the apprenticeship upon earnings or job satisfaction. Many of the respondents to the survey are still on their apprenticeship or have only just completed their apprenticeship, making it too soon to identify impacts upon their earning and job satisfaction.

Has the GMC changed employer and training provider attitudes towards unemployed/NEET young people?

- 6.9 The short answer to this question is yes and no. The consensus is that the GMC has had a beneficial impact upon employers' attitudes towards employing young people/NEETs and that the GMC has resulted in companies who previously did not take on apprentices starting to do so.

'definitely changed a lot of employers' attitude to this group - many perceived as low motivated and poor attitude which happily proved wrong'

- 6.10 From our earlier consultations with employers we know that a clear majority of employers were satisfied with the support they received via the GMC and felt that the young person they recruited has been well matched to their needs. Feedback such as this offers encouragement that these employers will remain engaged with apprenticeships following the end of the GMC.
- 6.11 In contrast, training providers' response to the opportunities offered by the GMC was viewed as disappointing. The GMC is felt to have had a limited impact upon training provider attitudes towards working with young people/NEETs. When asked why this is so, training providers say that they already work with these groups so no change in attitude was needed but the fact that 18 providers accounted for 83% of all GMC subsidised apprenticeship starts suggests that this is only true a minority of training providers licensed to offer apprenticeships within GM and that many of the non-engaged providers remain to be convinced of why and how they should support unemployed/NEET young people into sustained employment.

How effective was the administration of the GMC?

- 6.12 The initial administration of the scheme was felt to have been too bureaucratic, with too many forms for training providers and employers to complete, slowing the pace at which people were placed into apprenticeships and in a few instances dissuading employers from taking part. It is felt that the New Economy team attempted a response to these issues but a large number of the people we spoke to still felt that too much paperwork needed to be completed before vacancies could be filled and grants could be paid. Where New Economy staff were able to personally assist with paperwork this was greatly appreciated but it also appears that there was too small a central resource to offer this support in all cases, and changes in personnel locally (training provider staff and local authority staff) and centrally (New Economy staff) did not help matters.
- 6.13 In both the interim and final evaluation research it has been apparent that there was confusion over who was ultimately responsible for marketing the GMC grants. This resulted in a situation where 80% of the training providers felt that the GMC had been effectively explained and marketed to them but also the consensus that few employers knew anything about the GMC:

'Many employers have not been aware of the grant. They all seem to know about the AGE Grant from NAS but not this grant, unless informed by myself'

- 6.14 We found limited evidence that the GMC was integrated with other apprenticeship activity, nor that is provided leadership around apprenticeship strategy in GM. Local authorities and NAS told us that they had promoted the GMC and linked it to their wider activity on apprenticeships but that this promotion had been treated as an add-on rather than core activity.

Has GM obtained value for money from the GMC?

Cost effectiveness analysis

- 6.15 By comparing the total cost of delivering the GMC with the outputs and outcomes that have been achieved it is possible to consider whether GM has obtained value for money from the GMC.
- 6.16 By 31 March 2014 a total of £1.1m had been spent on Apprenticeship Grants plus a further £200,000 on administration and mentoring, giving a total spend on the apprenticeship grants of £1.3m.¹⁰
- 6.17 In terms of gross outputs, 985 apprenticeship starts were subsidised via the scheme, equating to £1,320 per apprenticeship start.
- 6.18 As explained above, approximately 400 of these starts were translated into net additional, sustained jobs. Repeating the value for money calculation, this means that it has cost GM £3,250 to generate each additional sustained job via the GMC.

Cost benefit analysis

- 6.19 New Economy regularly undertakes cost benefit analyses (**CBA**) of public policies and has developed a HM Treasury endorsed model for doing so.¹¹ Our CBA model assumes that the fiscal value of getting somebody off Job Seekers Allowance and into employment is £9,800 per person per year. Alongside this fiscal value there is a public value of £14,610 per person per year; this figure represents the economic and social benefits that flow from somebody being in work as opposed to on benefits but does not include the cost of paying JSA to that individual every fortnight and thus is in addition to the fiscal benefit figure.
- 6.20 Using these figures and the findings from the evaluation research we can assess the return on investment offered by the GMC. The calculation is as follows:
- Net additional sustained jobs due to the GMC = 400
 - Of which, 160 apprentices were previously claiming JSA
 - 240 apprentices were NEET but not claiming any benefits
 - Net additional sustained jobs *per year* due to the GMC = 200
 - Of which, 80 apprentices were previously claiming JSA
 - 120 apprentices were NEET but not claiming any benefits
 - **Total fiscal benefit of the GMC = 80 x £9,800 x 2 = £1,57m**
 - **Total public value benefit of the GMC = 200 x £14,610 x 2 = £5.8m**

¹⁰ The remainder of the £3.82m GMC budget was allocated to the mentoring and JWT components which have not been considered by this research.

¹¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/300214/cost_benefit_analysis_guidance_for_local_partnerships.pdf

- 6.21 The CBA analyses suggests that within 2 years the fiscal and public value benefits generated by the GMC outweighed the amount of money invested in the scheme; assuming that these jobs are sustained the fiscal benefits of the GMC associated with fewer JSA claimants will continue to grow, repaying the initial investment several times over. The public value benefits of the GMC outweighed the initial investment even more quickly. Thus, the GMC can be considered to have delivered value for money for the taxpayer.
- 6.22 It should be noted that this analysis is presented as indicative of the return on investment delivered by the GMC. The CBA only considers fiscal benefits in relation to reductions in JSA expenditure; it does not consider the value GMC may deliver to other agencies for instance via improved productivity at work, lower levels of crime or improved physical and mental health amongst beneficiaries who have secured employment. The CBA also includes the assumption that the 200 jobs per year will be sustained over the coming years – more detailed consideration of the state of the GM labour market and GMC participants' career histories would be needed to refine this assumption.

Has the GMC complemented and maximised the value GM derives from the National Apprenticeship Service AGE Grant?

- 6.23 The evidence uncovered by the evaluation suggests that the GMC was not particularly successful at complementing and maximising the value GM derived from the NAS AGE grant process. Consultees told us that employers are considerably more aware of the AGE grant than the GMC, suggesting a lack of joint/consistent marketing and that the GMC was often sold as an add-on to the national (or other local) incentive schemes. Consultees also told us that the difference in eligibility criteria across the two schemes dissuaded them from promoting the GMC for fear of scaring off employers with further questions and paperwork.
- 6.24 In April 2014 the Skills Funding Agency (**SFA**) released data on AGE grant payments and pipeline starts for the period from February 2012 to July 2013. Whilst this period is not identical to the GMC delivery data analysed in this report, it does overlap and hence tells us more about whether there have been synergies between the GMC and the AGE grant.
- 6.25 The SFA data report 2,520 AGE grant payments being made within GM over the 18 months covered by the data. This equates to 140 payments per month, which is 350% higher than the starts per month subsidised by the GMC. Despite the AGE grant having broader eligibility criteria, the big difference in these figures reinforces the impression that the two grant schemes have not been 'sold' jointly to employers.

Reflecting on the performance of the GMC

- 6.26 To summarise the findings from both the interim and final evaluations in a sentence, the GMC was well designed but imperfectly implemented.
- 6.27 The idea of targeting public expenditure on youth unemployment is widely supported and the offering of grants to incentivise employers to take on a young unemployed person chimes with national policy and is seen as justifiable, although there are slight disagreements over the size of the grant and how it should be split between the employer, the training provider, and the young person.
- 6.28 Because of these strengths of design, the GMC has helped to deliver positive outcomes for GM in the form of a slight uplift in numbers of apprenticeship starts, a majority of young people being satisfied with their apprenticeship and feeling that they are developing new skills and career plans as a result, and employers reporting that their attitudes towards employing unemployed/NEET young people have been changed for the better. The scheme can also be viewed as having delivered value for money for the taxpayer.
- 6.29 However, the management and administration of the GMC has been stuttering. From the outset there appears to have been confusion over exactly how the scheme operated, both individually and in concert with other national and local grant schemes, and who was responsible for doing what to get a young person into a GMC subsidised apprenticeship. The decision taken after the interim evaluation to change the focus of the scheme away from apprenticeship grants towards jobs with training does not appear to have been fully understood.
- 6.30 Faced with a complex delivery model, each of the parties that was central to the success of the GMC model (e.g. New Economy, local authorities, training providers) was left trying to work with each other but without levers to achieve this – e.g. the local authorities felt that training providers could do more to promote the grants to employers, but training providers felt that the public sector should be in the lead as far as promoting the scheme was concerned but the New Economy team saw their primary role as administrative.
- 6.31 The existence of multiple other grant and apprenticeship schemes (i.e. national AGE grant plus various GM authority schemes) seems to have hindered the progress of GMC. The evaluation has found that training providers, rather than rolling these schemes into one ‘super offer’ to employers, preferred to focus on just one grant opportunity so that they did not confuse or frustrate employers with additional questions and paperwork.
- 6.32 On the topic of paperwork, it does seem that the central management team proved itself to be flexible, reducing the amount of paperwork that was requested of employers and training providers in the light of early feedback.

- 6.33 Limited senior capacity to drive GMC, both within New Economy and the local authorities, and the lack of a deadline for making the grant payments appear to have led to a programme which drifted to its conclusion.

Recommendations

- 6.34 There are elements of the way that GMC operated that the evidence suggests should be retained and incorporated into any future GM programme:
- The focus on tackling youth unemployment is supported and whilst the numbers of unemployed young people in GM has decreased in recent months the problem remains pressing, justifying public sector intervention;
 - The use of wage incentives should remain part of GM's policy toolbox. Employers like the simplicity of receiving a wage subsidy, subsidises at the level used by the GMC seem to be cost effective in tackling youth unemployment, and stakeholders feel that such incentives do help to shape employer activity to policy aims; and
 - The introduction of wrap around support through Jobs with Training is supported but we recommend that a thorough evaluation of the Jobs with Training activity be undertaken in due course.
- 6.35 In terms of engaging with employers, it is apparent that when recruiting, employers value speed and simplicity over getting the most public support possible. Communicating and administering multiple 'offers' to employers does not appear to have worked particularly well; a better approach would seem to be selling one offer to employers, with their eligibility for further grants and support then checked for them behind the scenes. The issue with this approach is that it could weaken GM's ability to maintain focus on recruiting unemployed young people.
- 6.36 In terms of engaging with training providers, offering them an incentive to encourage employers to recruit from certain groups does not appear to be effective and lacks stakeholder support. More dialogue is needed with training providers to get them to buy into GM's strategic aims around youth skills and employment and to understand how achieving these aims will benefit their business models as much as the GM economy. This dialogue should also create a shared understanding over who has the capacity to do what in terms of marketing skills and training 'offers' to employers and who will do what.
- 6.37 The absence of firm timetables and targets weakened the drive behind the GMC. Our analysis shows that some GM localities used up all their grant allocation and probably could have delivered more apprenticeship starts given their youth unemployment statistics. In other localities delivery was slower. Having a competed central pot from which to draw down grants would have incentivised localities in partnership with training providers to make quicker progress.

- 6.38 One argument against a central pot approach would be that the issue of youth unemployment plays out differently in each GM locality depending upon the local employer and training provider base and the structure and capacity of local educational institutions.
- 6.39 Finally, the experience of the GMC demonstrates the importance of strong and consistent leadership. The GMC's confederated approach was designed to exploit the abilities that each partner brought to the table – i.e. training providers employer contacts, local authorities young person contacts, and New Economy's administration and management – but the absence of a clear leadership structure and regular churn in personnel meant that connections between partners were not as strong as they needed to be to really drive the uptake and impact of the scheme.

APPENDIX A – Evaluation research tools

GM Commitment – stakeholder consultation proforma

1. Do you feel training providers have responded well in delivering the GM Commitment Apprenticeship Grant across Greater Manchester / your borough?
2. Do you feel the GM Commitment Apprenticeship Grant has changed the behaviour/attitudes of training providers to working with unemployed young people?
3. Do you feel the GM Commitment Apprenticeship Grant has changed the behaviour/attitudes of employers to recruiting unemployed young people?
4. With regards to Jobs with Training – what has worked, what has not worked? How does this contrast to the lack of uptake of work trials?
5. Have they had the opportunity to share with and learn from other localities?
6. Views on administration of the scheme by New Economy
7. What are your thoughts about the quality of apprenticeship jobs made available through the GM Commitment?
8. Are these jobs sustainable?
9. Within your locality, do you feel that the GM Commitment Grant Offer has been integrated into wider activities on skills, training and education? Both locally and at GM level – is GM Commitment helping us to meet specific strategic needs?
10. GMC vis-a-vis performance of Youth Contract – is there a contrast between the two schemes?
11. Are there any improvements that should be made to GMC?
12. Do you have any other comments?

GM Commitment – training provider survey

1. Is it clear to you what the GMC is trying to achieve?
2. Do you feel that the GMC has been effectively marketed to training providers?
3. Do you feel that the GMC has been effectively marketed to employers?
4. Do you feel that the GM Commitment has been effectively administered e.g. paperwork, communication, payment of grants?
5. Do you feel that the GM Commitment has generated the necessary quality of vacancies in terms of the skills and tasks expected of the successful candidate?
6. Do you feel that the GM Commitment has generated the necessary quality of vacancies in terms of the wage rates being offered?
7. Do you feel that the placements generated by the GM Commitment are sustainable i.e. the young person will remain in employment beyond the period covered by the grant?
8. Have you acted as a sub contractor for the Jobs with Training element of the GM Commitment
9. Do you have any views on how the Jobs with Training element has progressed?
10. Has the GM Commitment had an impact upon your organisation's attitude towards working with young people/NEETs?
11. Do you feel the GM Commitment has had an impact upon employers' attitudes towards employing young people/NEETs?
12. Do you think that conditions within the wider economy have had an effect on the GM Commitment?
13. In your view should the GM Commitment be...retained, retained but in a modified format, or stopped?
14. Do you have any other comments?

GM Commitment – young person survey

Hello, I am calling from...we are undertaking research into the Greater Manchester Commitment, through which records show you have secured an apprenticeship with.

Funding for the Greater Manchester Commitment ends in March and Greater Manchester has commissioned research into what impact the scheme has had upon young people and employers, and whether the scheme should be continued in future.

We would like to ask you a set of questions regarding your apprenticeship and the impact it has had upon you. You do not have to take part in the survey if you do not want to do so. All the answers you give will be anonymous (define?) and will not be shared with your employer. The findings from the survey will be included in a final report that will be made public. Are you will to take part in the survey?

Preliminaries

1. How old are you?	
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2. Are you...	
Female	1
Male	2

3. What was your status before you started the apprenticeship?	
Unemployed - On benefits Please specify which benefit:	1
Unemployed - Not on benefits	2
Other Please specify:	3

4. If relevant, how long had you been unemployed before you started the apprenticeship?	(Months)
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5. Start date of your apprenticeship:	(Month/Year)
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6. Is your apprenticeship in an area you planned to work in?	
Yes	1
No	2
Don't know	3
Would rather not say	4

7. What wage rate are you being paid? (Per hour OR per week figure)	
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Impact of your apprenticeship

1. On a scale of 1-5, what impact has the apprenticeship had on your technical skills (e.g. the specific skills you need to do your apprenticeship)? (1=no impact and 5=very big impact)	
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2. On a scale of 1-5, what impact has the apprenticeship had on general skills (e.g. communication, team working, leadership etc)? (1=no impact and 5=very big impact)	
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3. On a scale of 1-5, what impact has the apprenticeship had on your knowledge of the world of work? (1=no impact and 5=very big impact)	
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4. On a scale of 1-5, what impact has the apprenticeship had on your motivation & self-confidence? (1=no impact and 5=very big impact)	
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5. On a scale of 1-5, what impact has the apprenticeship had on your social contacts & friendships? (1=no impact and 5=very big impact)	
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6. On a scale of 1-5, how would you rate the support given to you by: (1= very poor and 5= excellent)	
a. your employer?	
b. by the Training Provider?	

7. Do you feel that you are being challenged enough in your apprenticeship?	
Yes	1
No	2
Don't know	3
Would rather not say	4

8. Do you feel that you are being fairly paid for the work you are being asked to undertake?	
Yes	1
No	2
Don't know	3
Would rather not say	4

9. On a scale of 1-5, how happy are you with your apprenticeship? (1=very unhappy and 5=very happy)	
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Longer-term impact of the scheme

1. Is your apprenticeship ongoing?	
Yes (go to question 2)	1
No (go to question 3)	2

2. If yes, do you hope to remain with the company once your apprenticeship has completed?	
Yes	1
No	2
Don't know	3
Would rather not say	4

3. If no, are you still employed by the company you undertook your apprenticeship with?	
Yes (go to question 4)	1
No (go to questions 5)	2
Don't know	3
Would rather not say	4

4. If yes, in what role?	
Same	1
More senior	2
More junior	3
Don't know	4
Would rather not say	5

5. If no, what are you currently doing?	
Employed	1
Unemployed	2
Studying	3
Other	4
Don't know	5
Would rather not say	6

6. Has the apprenticeship influenced your future plans regarding education or work in any way?	

Any other comments

1. Is there anything you would like to change about the apprenticeship scheme?

2. Do you have any other comments you would like to make?

THANK YOU FOR TAKING THE TIME TO COMPLETE THE SURVEY