

Employer Facing Provision



Leading learning and skills

2008

Greater Merseyside Strategic Analysis – Employer Facing Provision

Overview

PSA Targets	1
Employer Responsive Provision	9
The Required Growth Through Train to Gain	9
Have We Delivered Provision To Learners In The Major Sectors Of Employment?9	
Have We Engaged and Delivered In The Areas Where Provision Is Needed?.....	10
The Required Growth in Apprenticeships	14
Success Rates.....	16

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- 1 This section of the Strategic Analysis looks at provision within Greater Merseyside that responds directly to employer need. This area of training provision has been given increasing focus in recent years as the Learning and Skills Council moves towards a “Demand Led” system and responds to the challenges set out by Lord Leitch.

PSA Targets

- 2 The Public Service Agreement (PSA) indicators shown in the box below are national aspirations. Each Local Area within the North West has its own relative position against these figures. For some local areas these targets could appear to be very challenging, for others the gap may not be as large. However, each local area has its own contribution to make to the national picture, even if these targets are not disaggregated to lower geographical levels.

PSA Indicators - 2011

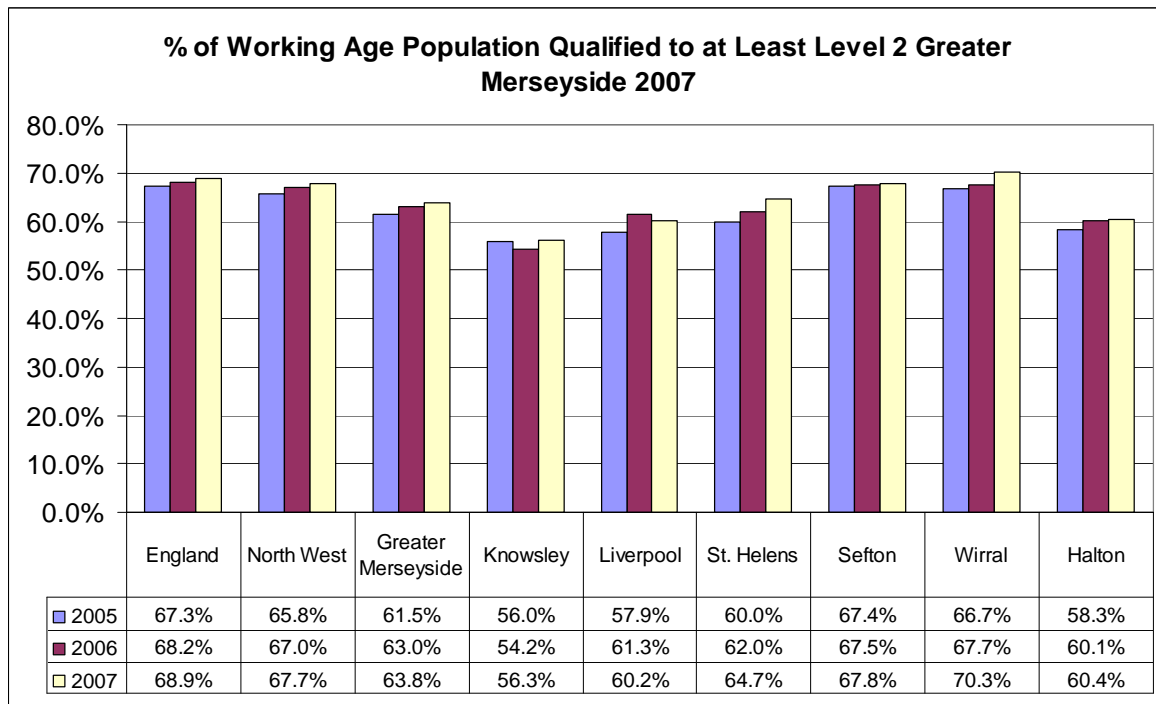
- 79 per cent of adults qualified to at least Full Level 2
- 56 per cent of adults qualified to at least Full Level 3
- 130,000 apprentices to complete the full apprenticeship

Level 2

- 3 According to the 2007 Annual Population Survey (APS) **63.8 per cent of the working age population¹ are qualified to at least level 2 in Greater Merseyside**. This equates to 531,000 people and has risen by 2.3 percentage points since 2005. However, **the rate is lower than both the regional and national figures**, although the gap to both has narrowed slightly since 2005. (Greater Merseyside has narrowed the gap with the national rate by 0.3% Points more than the North West Rate).
- 4 Within Greater Merseyside, Wirral has the highest rate of attainment, 70.3 per cent of the working age population are qualified to at least a level 2. This is higher than the regional and national rates. The lowest level of attainment within the LSC area is in Knowsley, where 56.3 per cent of the working age population are qualified to at least level 2.
- 5 All areas within Greater Merseyside have a significant gap between their attainment of level 2 and the national aspiration of 79 per cent by 2011. Please use the following link to access information regarding adult level 2 targets suggested for Local Area Agreements <http://www.idea.gov.uk/idk/core/page.do?pagelId=8399572> – (note: information correct as at 10/09/2008).

¹ Working Age is defined here as people aged 19 to 59 (females) or 64 (males)

Figure 1: Proportion of the Working Age Population Qualified to at Least Level 2



Source: Annual Population Survey (APS) 2007

6 Based on current performance, we can anticipate that leading up to 2011 the gap with the national average will narrow to around 3.5 percentage points (Figure 2). This estimate is based on recent trends according to the Annual Population Survey 2007 and does not take into account current training activity.

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Figure 2: Proportion of Working Age Qualified to at Least Level 2 - Projection to 2011



Source: Annual Population Survey (APS) 2007 & LSC NW Projections

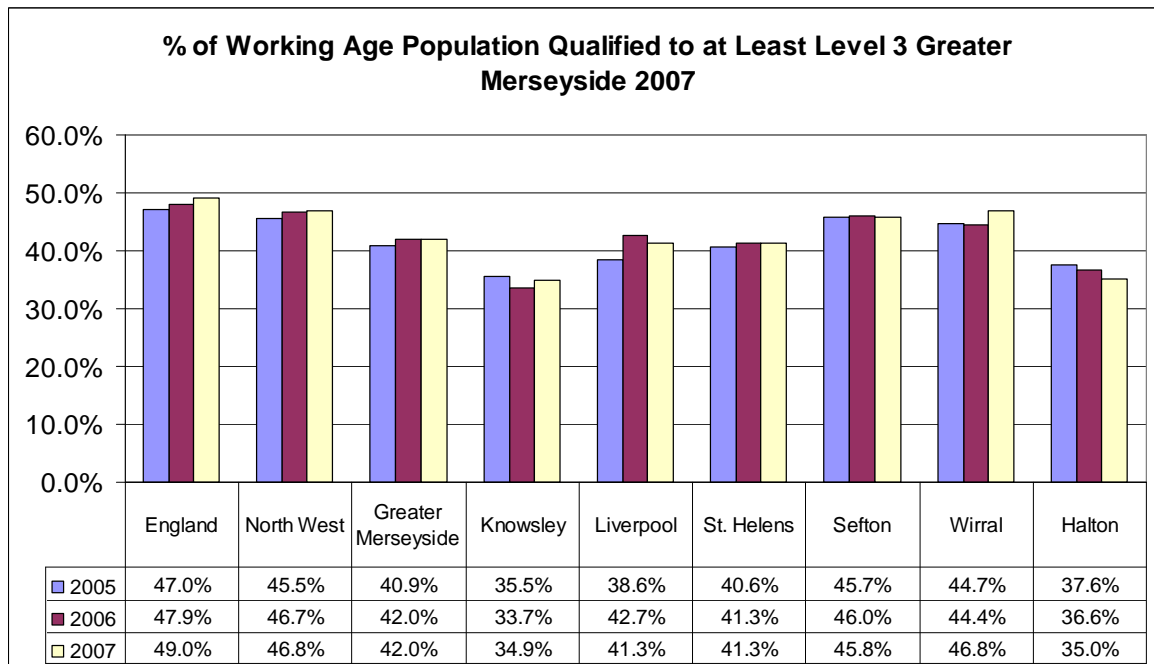
Level 3

- 7 **42 per cent of working age adults in Greater Merseyside are qualified to at least level 3.** This has increased slightly from 2005 but is still **behind the regional and national rates**. Furthermore, **the gap between the local, and regional / national rates has actually increased** during this period. This gap must narrow in order for Greater Merseyside to maintain economic competitiveness in future.
- 8 As with level 2, attainment of level 3 is highest in Wirral, where 46.8 per cent of the working age population have attained at least level 3. The lowest rate of attainment is in Halton, which has seen a decline in the last 3 years to 35 per cent. Even if a confidence interval of 3.1 per cent is factored in, Halton is still far behind the regional and national rate as well as being far away from the 2011 aspiration of 56 per cent.

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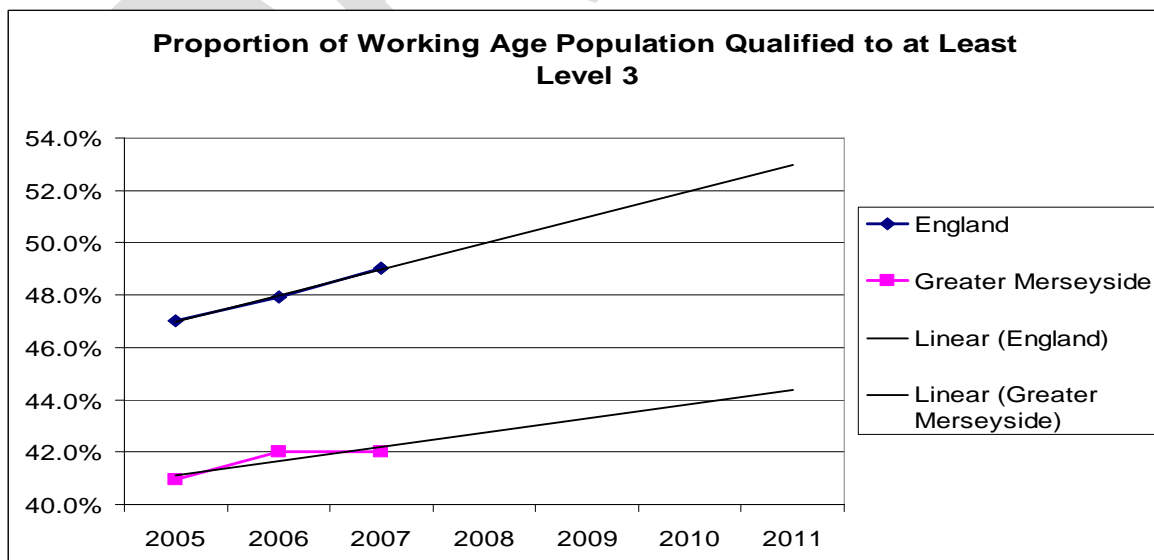
Figure 3: Proportion of the Working Age Population Qualified to at Least Level 3



Source: Annual Population Survey 2007

9 If we project current performance (working age level 3 qualifications) forward to the interim target year of 2011, we can see that the gap with the national average is set to increase. This is consistent with the overall picture in the North West. If current trends are to continue, both the Greater Merseyside and the national working age level 3 attainment figures will fall short of the 2011 indicator of 56 per cent.

Figure 4: Proportion of Working Age Qualified to at Least Level 3 - Projection to 2011



Source: Annual Population Survey (APS) 2007 & LSC NW Projections

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Apprenticeships

- 10 Although the national Apprenticeship target of 130,000 completions in the year 2010/11 has not been disaggregated to lower geographical levels (at the time of writing) an assessment of Apprenticeship performance is still helpful in planning provision. Please see the performance section later in this chapter.

Greater Merseyside

Employer Size

- 11 Even though the overall balance of employers by size is similar to the regional and national pictures, there is slight variation in Greater Merseyside.
- 12 A smaller proportion of the overall number of businesses in Greater Merseyside employ between 1 and 10 people than nationally. This could suggest slightly lower levels of entrepreneurial activity.
- 13 **Greater Merseyside has a slightly higher proportion of larger employers than the regional and national picture**, 0.9 per cent of businesses in Greater Merseyside employ 200+ people, compared to 0.7 per cent regionally and nationally.

Figure 5: Businesses by Size

	1-10 employees	11-49 employees	50-199 employees	200 or more employees
England	84.6%	11.9%	2.8%	0.7%
North West	82.8%	13.3%	3.2%	0.7%
Greater Merseyside	80.3%	15.0%	3.8%	0.9%
Halton	78.1%	16.3%	4.7%	1.0%
Knowsley	76.4%	16.7%	5.7%	1.2%
Liverpool	79.4%	15.3%	4.2%	1.2%
Sefton	82.3%	13.9%	3.2%	0.6%
St Helens	79.3%	15.9%	4.0%	0.9%
Wirral	82.4%	14.3%	2.7%	0.6%

Source: Annual Business Enquiry (ABI) 2006

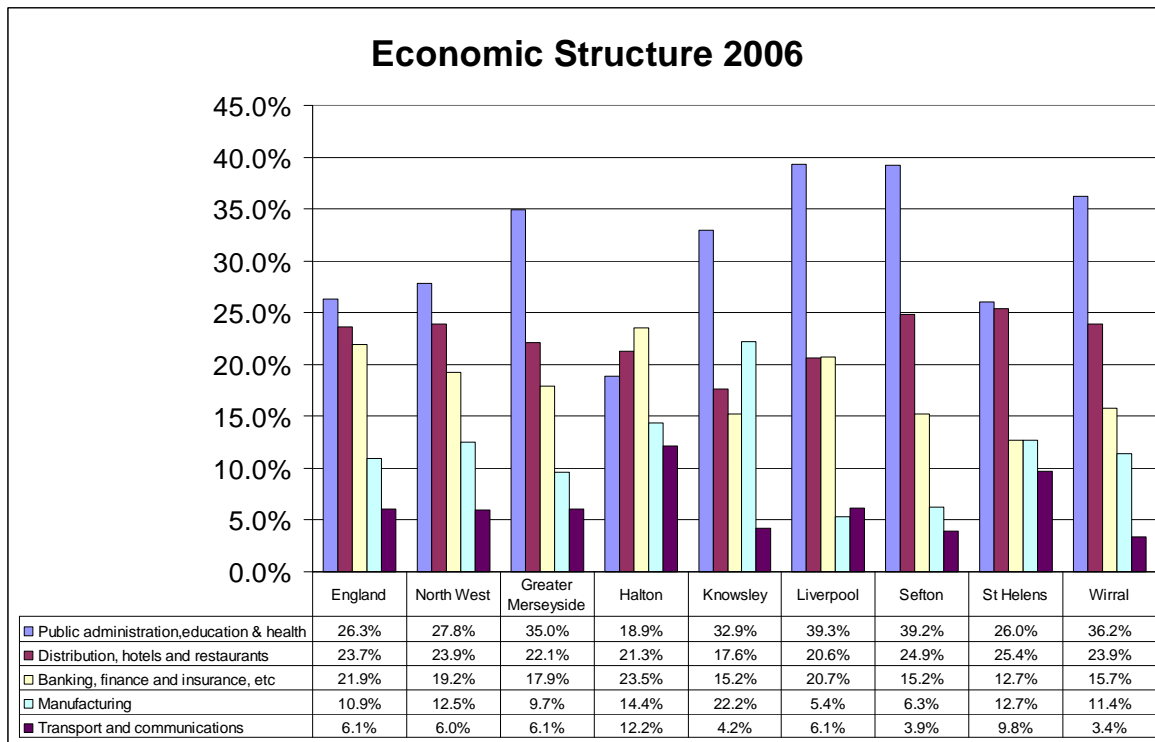
Industrial Sectors of Greater Merseyside

- 14 Figure 6 shows the 5 sectors in Greater Merseyside that employ the highest volumes of people. These figures are taken from the Annual Business Enquiry (ABI) 2006 and should be used alongside other economic data such as working futures and Department for Work and Pensions Benefit Claimants data to give a complete picture of employment in an area.
- 15 **The industry sector that employs the most people in Greater Merseyside is Public Administration, education and health.** This is the case in each local authority area within Greater Merseyside with the exception of Halton, where the Banking, Finance and Insurance sector accounts for the highest level of employment.

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Figure 6: Economic Structure of Greater Merseyside 2006



Source: Annual Business Enquiry (ABI) 2006

Future of the Economy

- 16 The following economic projections are taken from the Working Futures 3 study from Warwick University's Institute for Economic Research, the information used here is based on the ABI data such as that shown above, however, the two data sets may not align precisely. As with all economic forecasting information direction of travel (rather than exact volume changes) should be the key message drawn from analysis.
- 17 Absolute levels of employment (shown in thousands) are projected to 2017 in Figure 7. The **overall volume of employed people in Greater Merseyside is forecast to grow** by 3.6 per cent (+22,000) to 623,000.
- 18 Rounding to the nearest 1,000 could mask some **reductions in Agriculture, Mining & Quarrying, Food, Drink & Tobacco, Engineering, Electricity Gas & Water**. The highest volume of reduction is seen in the "Rest of Manufacturing Sector²" with a fall of around 6,000 people.
- 19 **Volumes of people employed in Construction, Distribution, Hotels & Catering, Other Business Services, Health & Social Work and others will increase**. The highest volume of increase is expected in Other Business Services as well as Health & Social Care; both have an estimated increase of 8,000 people.

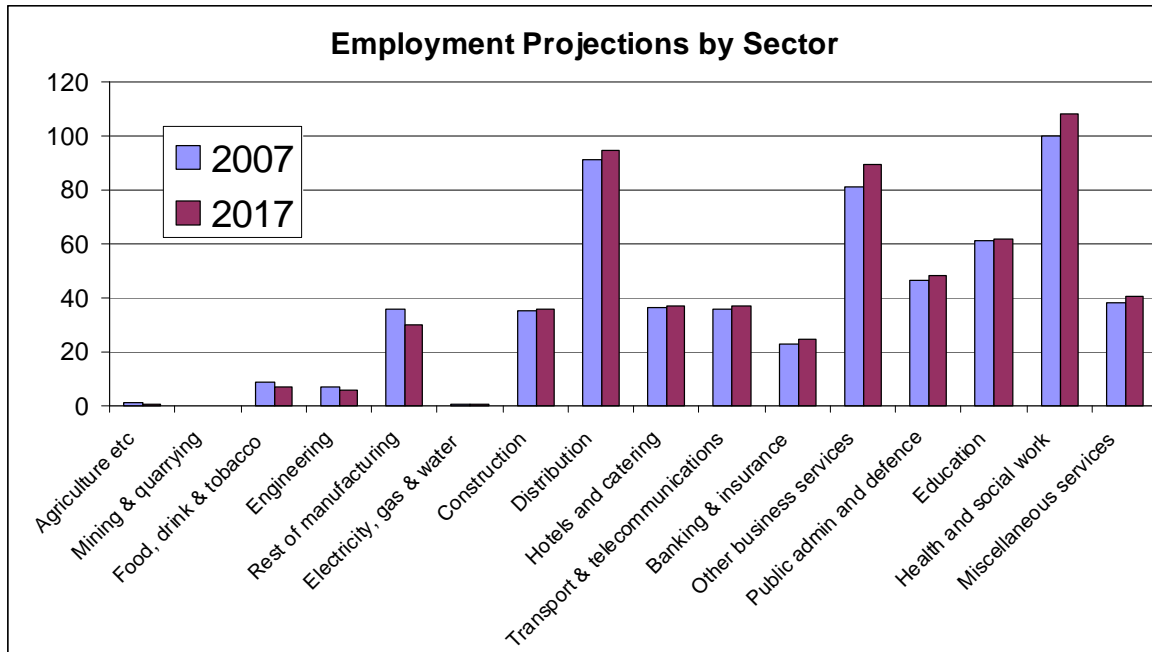
² Rest of Manufacturing Includes: Textiles, Clothing, Leather, Wood, Paper, Publishing & Printing, Manufactured Fuels, Pharmaceuticals, Chemicals, Rubber & Plastics, Non-metallic Mineral Products, Basic Metals, Metal Goods, Motor Vehicles, Aerospace, Other Transport Equipment, Manufacturing, Recycling

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- 20 The current economic climate makes any shorter term forecasting problematic, with erratic shifts occurring in the last few months. Because of the nature of information such as Working Futures it is recommended that data sets are put together and less emphasis placed on exact volumes (especially at sub-regional level) to assess the overall direction of travel.

Figure 7: Employment Projections by Sector 2007-2017



Source: Working Futures 3

National Employer Skills Survey (NESS)

- 21 The National Employer Skills Survey (NESS) for 2007 indicates that:
- 4.6 per cent of employers in Greater Merseyside have Skills Shortage Vacancies
- 22 This is the highest rate in the North West but has improved since 2005 (5.3%). 4.6 per cent represents a total of 2,172 Skills Shortage Vacancies and is the same as the national rate.
- 14.3 per cent of establishments have skills gaps
- 23 This has reduced from 16.9 per cent in 2005 and is below the national rate.
- 56 per cent of employers have a training plan for their staff
- 24 This is the highest rate in the region and has increased from 50.6 per cent in 2005. Greater Merseyside also has the highest proportion of employers with a training budget of any area in the North West (39.5%).

Employer Responsive Provision

- 25 Employer responsive training provision must meet the needs of the local economy as set out in this chapter. The following pages analyse government funded training provision in light of the local economic environment as well as the wider policy context.

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The Required Growth Through Train to Gain

- 26 The Regional Strategic Analysis of Employer Responsive Provision contains information on the planned growth of Train to Gain in the next few years. These trajectories have been provided at regional level, however it is not appropriate at to disaggregate this to sub-regional level due to regional contracting arrangements associated with Train to Gain provision.
- 27 Overall planned growth for Train to Gain in the North West is 54.9 per cent, with the highest level of growth seen in Skills For Life (+174.2%) between 2007/08 and 2010/11. Level 2 volumes have a planned increase of 27.4 per cent (+14,500 L2 Starts).
- 28 Although these targets have not been disaggregated below regional level, each sub-region should monitor their contribution to this target.

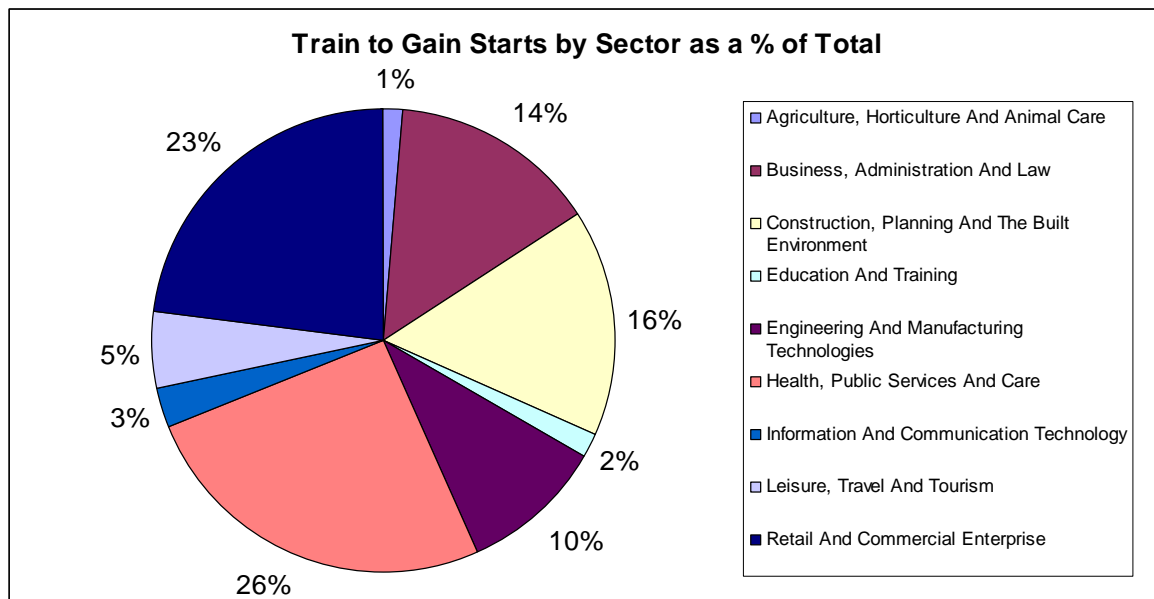
Have We Delivered Provision To Learners In The Major Sectors Of Employment?

- 29 According to the ABI information shown in Figure 6, Public Administration, Education and Health employs the highest proportion of people in Greater Merseyside.
- 30 **Health and Social Care is also expected to increase by the joint highest amount leading up to 2017** according to the Working Futures 3 study (Figure 7). Other Business Services is anticipated to have similar volumes of increase.
- 31 Figure 8 shows the proportion of Train to Gain Starts in each industry sector in 2007/08 (P12) in Greater Merseyside. **The highest proportion of starts was in Health, Public Services and Care (26%)**, this appears to be concurrent with both the ABI data above and the Working Futures 3 analysis described earlier, which shows that this sector accounts for high volumes of employment and is set to grow in future.
- 32 **Starts in Construction, Planning and the Built Environment make up 16% of the total TtG Starts in Greater Merseyside.** Given the current economic climate and the large proportion of starts in this sector, performance here should be closely monitored.

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Figure 8: Greater Merseyside Train to Gain Starts by Sector 2007/08



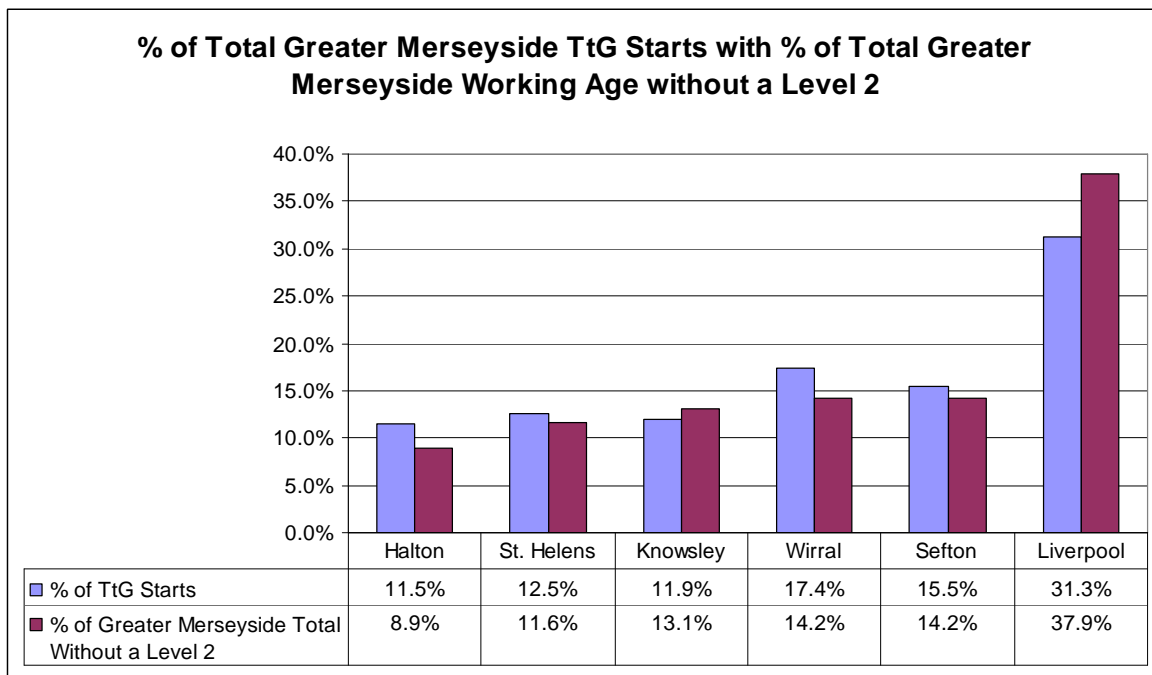
Source: Train to Gain ILR 2007/08 (P12)

Have We Engaged and Delivered In The Areas Where Provision Is Needed?

- 33 Figure 9 shows the proportion of the total Greater Merseyside Train to Gain Starts in each local authority area (residency based learner volumes) together with the proportion of the total Greater Merseyside working age population without a level 2 qualification in each local authority area.
- 34 This information can be used as part of a wider assessment of Train to Gain delivery to see if provision is being delivered according to need.
- 35 Figure 9 suggests that **Train to Gain provision is broadly in line with need**, however Liverpool and Knowsley appear to have a slight shortfall in learner numbers. This apparent gap in provision could already be addressed by other training that is being delivered in the area.
- 36 This analysis should be conducted alongside the qualifications profile of the economically active population of Greater Merseyside³, this information for 2007 is unavailable at the time of writing.

³ Analysis of the Economically Active Population would be more appropriate because Train to Gain provision is aimed at those who are employed.

Figure 9: Train to Gain Delivery with Qualification Profile by LA



Source: Train to Gain ILR 2007/08 (P12) & Annual Population Survey 2007

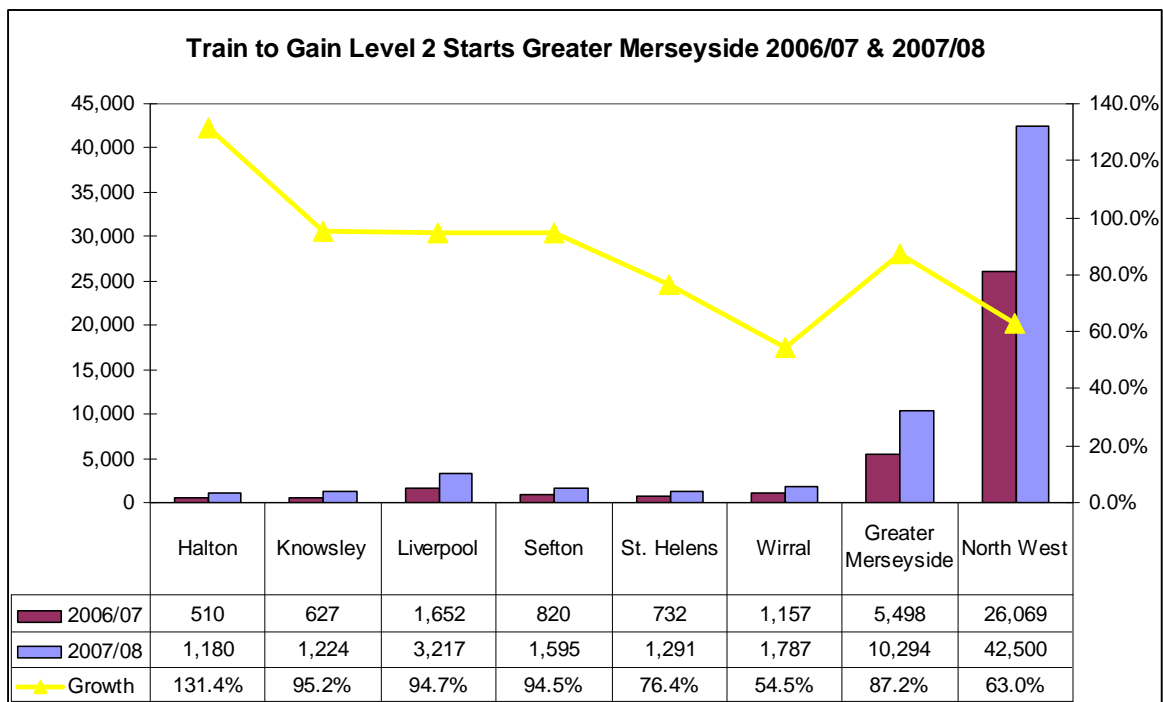
Train to Gain Starts

- 37 Figure 10 shows the volume of Train to Gain (TtG) level 2 starts in Greater Merseyside in 2006/07 and 2007/08.
- 38 In 2007/08 there were 10,294 starts on Train to Gain provision at level 2 in Greater Merseyside. This was an increase of 87.2 per cent from the previous year. Greater Merseyside accounted for 24.2 per cent of the North West total level 2 TtG starts. **Starts in Greater Merseyside grew at a faster rate than the region as a whole between the two years.**
- 39 There has been growth in every Local Authority area within Greater Merseyside, Knowsley, Liverpool and Sefton all grew by around 95 per cent between the two years, whereas Halton grew by 131.4 per cent. Of these areas the largest volume of learners is in Liverpool (3,217 Starts 2007/08).

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Figure 10: Train to Gain Level 2 Starts



Source: Train to Gain ILR 2007/08 (P12)

FE Employer Facing Provision

40 The 2007/08 FE F04⁴ Data return shows that Greater Merseyside accounts for 22 per cent of the region's FE 19+ Employer Facing Full Level 2 provision and 17.2 per cent of the regional Full Level 3 total. This may indicate issues of progression in Greater Merseyside.

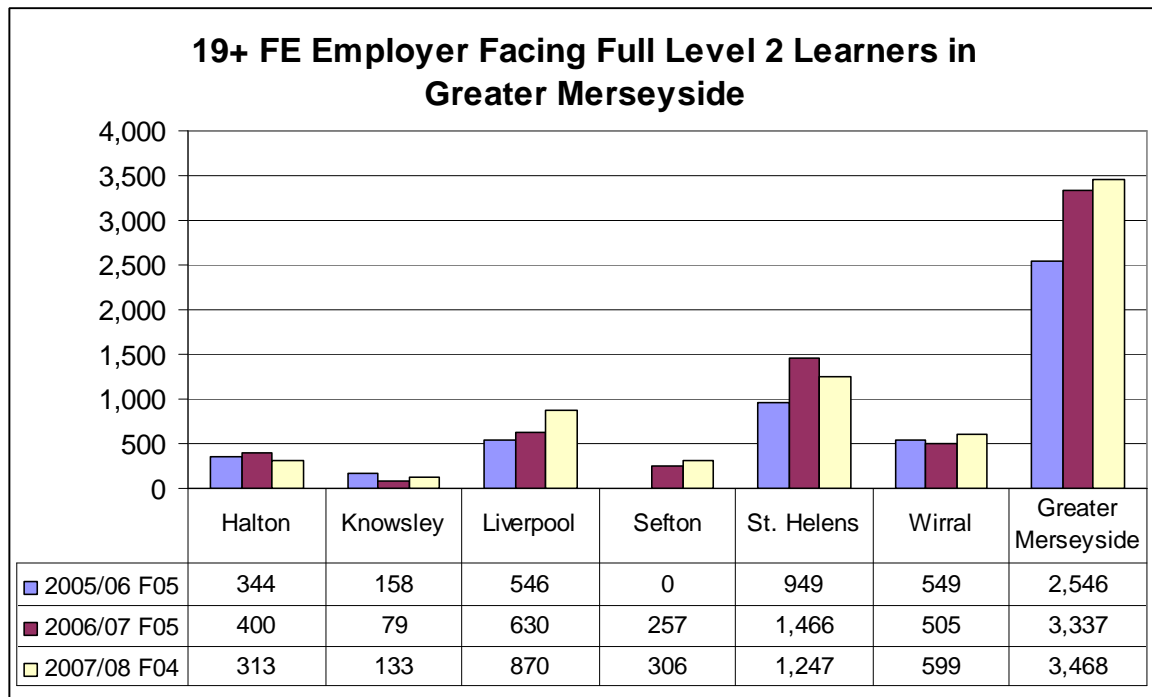
Employer Facing FE Full Level 2 Starts

- 41 Halton and Knowsley had a reduction in Employer Facing FE⁵ Full Level 2 Starts between 2005/06 (F05) and 2007/08 (F04), however the volume of the reductions was relatively small (-31 & -25 learners respectively)(Figure 11).
- 42 All other areas within Greater Merseyside had an increase in starts between the two points, Liverpool increased by 324 learners, which may explain the apparent lack of Train to Gain provision in the local authority when compared to the qualification profile of the area (Figure 9).
- 43 **Greater Merseyside has grown its level 2 provision at more than double the rate of the North West overall (Gtr Merseyside: +36%) and has 40 per cent of the overall North West increase in starts.**

⁴ Further Education Data is made available to analysts at 3 main points in a year – F01 – F04 and F05 Data returns

⁵ Employer Facing FE Provision is defined as that which directly responds to employer need – The alternative to this within FE is Adult Learner Responsive provision undertaken by the individual rather than the employer. – Analysis of this provision is contained in a separate chapter.

Figure 11: Employer Responsive FE Full Level 2 Provision



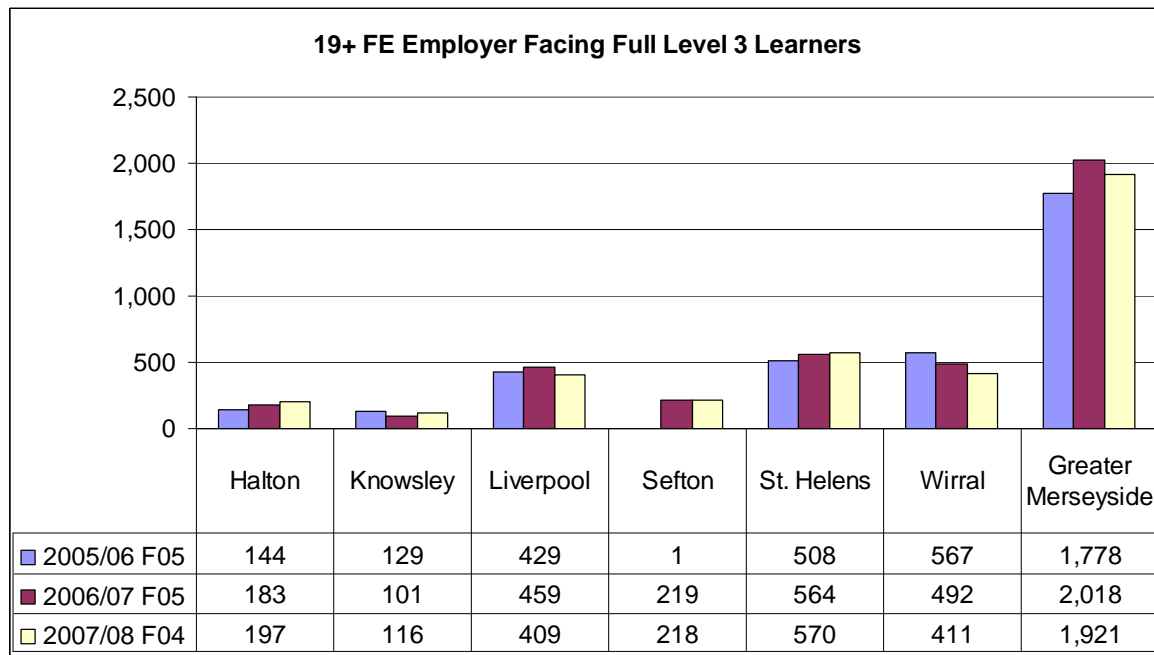
Source: FE ILR 2005/06 (F05) to 2007/08 (F04)

Employer Facing FE Full Level 3 Starts

- 44 Knowsley, Liverpool and Wirral had a reduction of 19+ FE Employer Responsive Full Level 3 starts between 2005/06 (F05) and 2007/08 (F04). The reduction in Wirral is of note, with a 27.5 per cent drop representing a loss of 156 learners.
- 45 The reduction in Liverpool is a contrast to the large increases seen at level 2, however the reduction of learner volumes is small, and there is still an overall increase of learners at Full Level 2 and 3.
- 46 **Level 3 starts have grown by 8 per cent in Greater Merseyside compared to 12.4 per cent in the North West overall**, this may reflect a greater demand for level 2 volumes in the area. The increase of 143 Full Level 3 learners represents 11.6 per cent of the regional volume increase (compared to 40% of the regional increase at level 2).

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Figure 12: Employer Responsive FE Full Level 3 Provision



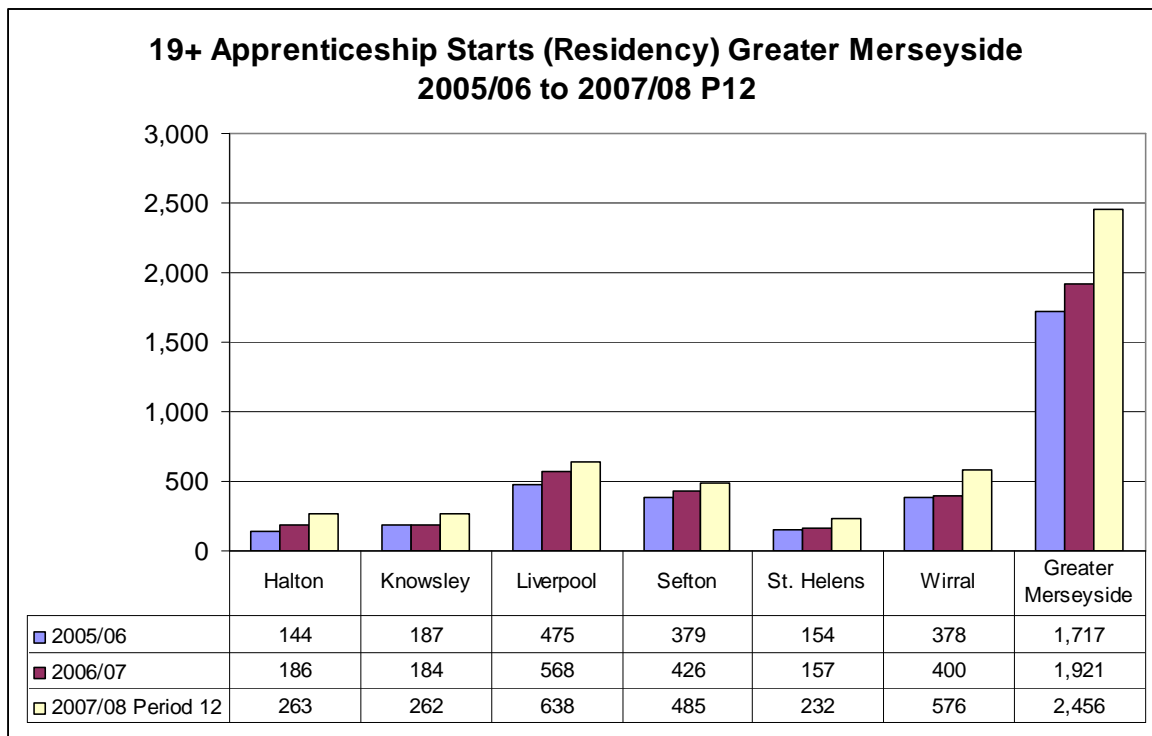
Source: FE ILR 2005/06 (F05) to 2007/08 (F04)

The Required Growth in Apprenticeships

- 47 The growth expected in Apprenticeship provision in England is assessed in the regional strategic analysis (Employer Responsive Provision) and is referred to in this document (Paragraph 10). The following analysis looks at Apprenticeships in Greater Merseyside for learners aged 19+⁶.
- 48 Figure 13 shows the volume of starts on 19+ Apprenticeships (Level 2) in Greater Merseyside between 2005/06 and 2007/08 Period 12. The data shown is based on the residency of the learner, not where the employer is based.
- 49 In 2007/08 Greater Merseyside had 2,456 19+ Apprenticeship starts, which was an increase of 43 per cent from 2005/06 and represents 25.6 per cent of the North West total. Given that Greater Merseyside accounts for 21 per cent of the working age population of the region, this could be considered as a high level of performance.
- 50 Within Greater Merseyside, the highest volumes of learner starts have consistently been in Liverpool Local Authority area. In 2007/08 (P12) there are 638 starts, an increase of 34.3 per cent from 2005/06 and 25.9 per cent of the Greater Merseyside total.
- 51 Each Local Authority area of Greater Merseyside has had growth in 19+ Apprenticeship starts in the last 3 years. Halton has grown by as much as 82.6 per cent.

⁶ Note: Apprenticeships for those aged under 19 are addressed in the 14-19 Strategic Analysis

Figure 13: Apprenticeship Starts



Source: Work-based Learning ILR 2005/06 to 2007/08 (P12) (Residency Based)

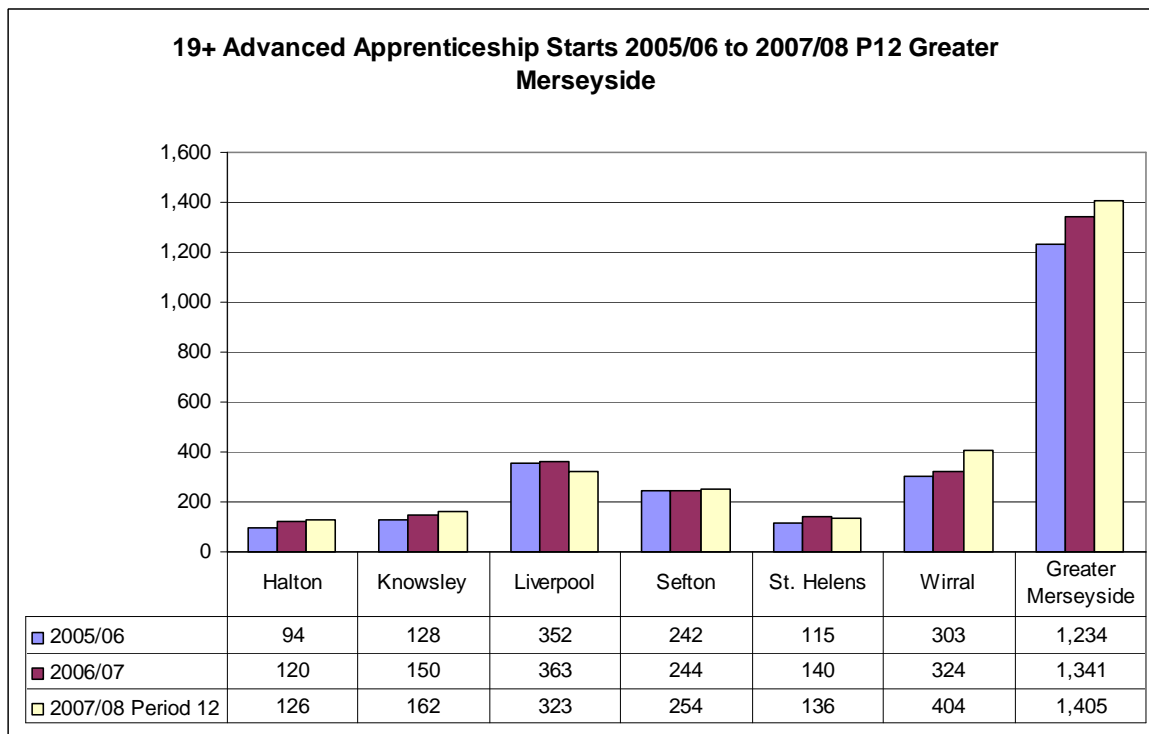
- 52 Figure 14 shows the volume of starts on 19+ Advanced Apprenticeships⁷ in Greater Merseyside 2005/06 to 2007/08 period 12. The data shown is based on the residency of the learner rather than provider / employer location.
- 53 Greater Merseyside had 1,405 starts in 2007/08 (P12) which was an increase of 13.9 per cent from 2005/06.
- 54 Greater Merseyside accounted for 21.3 per cent of the total North West Adult Advanced Apprenticeship starts in 2007/08, this has reduced by 4 percentage points since 2005/06. 21 percent is in line with Greater Merseyside's share of the working age population of the region.
- 55 Within Greater Merseyside, Wirral had the highest volume of (residency based) starts on 19+ Advanced Apprenticeships (404 starts). This was an increase of 33.3 per cent in the period shown in the chart and equates to 28.7 per cent of the Greater Merseyside total.

⁷ Advanced Apprenticeships are those which include a Level 3 qualification, whereas Apprenticeships comprise a Level 2.

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Figure 14: Advanced Apprenticeship Starts



Source: Work-based Learning ILR 2005/06 to 2007/08 (P12) (Residency Based)

Success Rates

Further Education Success Rates

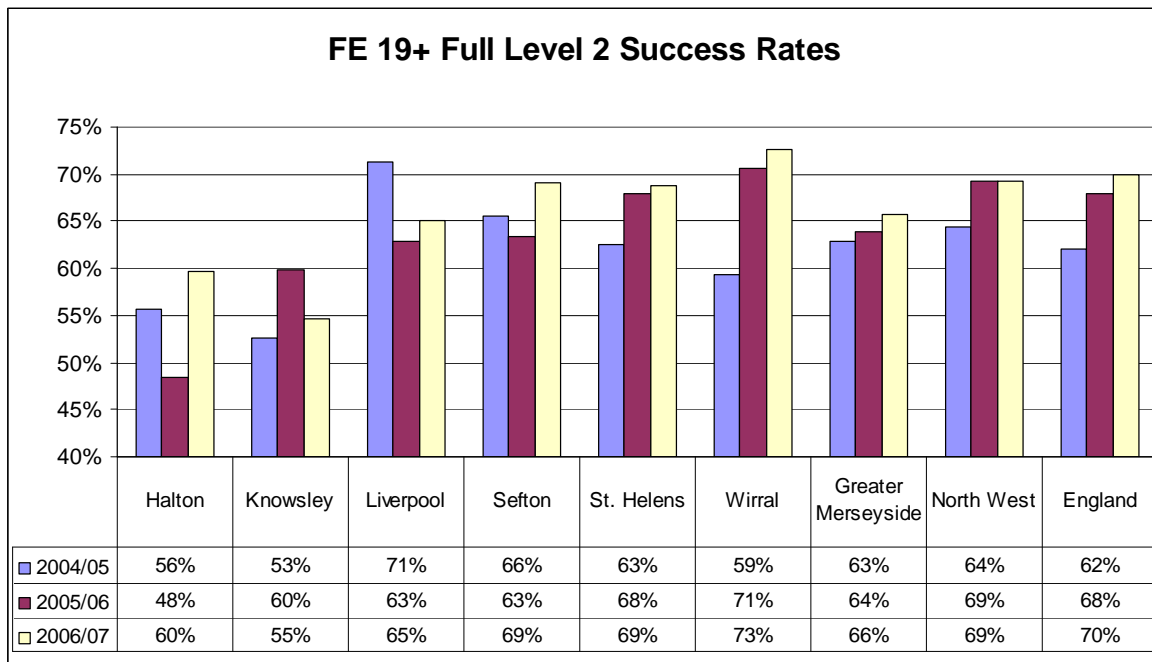
Full Level 2

- 56 At present it is not possible to obtain FE success rates for employer responsive provision only, due to data limitations, therefore the following analysis is based on general FE Success Rates at Full Level 2 and 3 for learners aged 19+ (including both learner and employer responsive provision). The data shown is based on the location of the provider rather than the residency of the learner.
- 57 The Full Level 2 success rate for 19+ FE learners in Greater Merseyside is 66 per cent. This is below the regional and national averages (69% & 70% respectively). However the Greater Merseyside rate has increased slightly since 2004/05.
- 58 There are large 'jumps' (or 'spikes') between years in the data sets at Local Authority level which could make trend analysis problematic. Halton, Knowsley, Liverpool and Wirral have variances between years of up to 12 percentage points. A greater level of consistency is seen in the regional and national averages, this is possibly due to the lower volumes of learners at local level (compared to the region) meaning that a volume change can have a large effect on a percentage analysis.

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Figure 15: FE Full Levels 2 Success Rates



Source: FE ILR 2004/05 to 2006/07

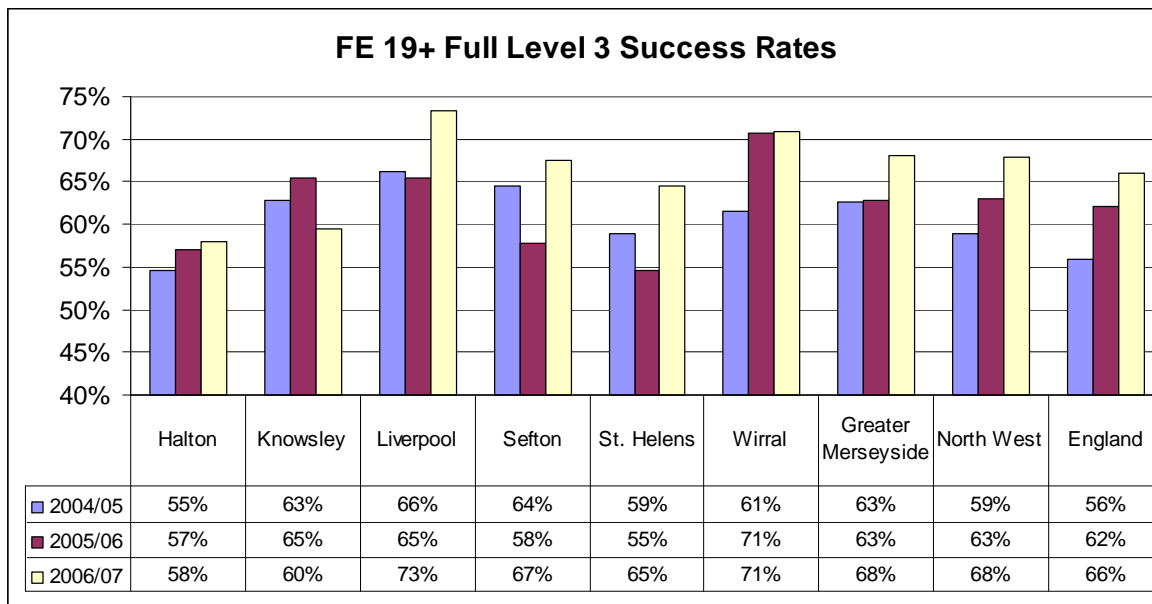
Full Level 3

- 59 The Full Level 3 success rate for Greater Merseyside has been level with the regional rate for 2 years (68% in 2006/07). It is also above the national rate of 66 per cent and has remained above this for 3 years. (Figure 16)
- 60 The highest rate within Greater Merseyside is in Liverpool (73%), the lowest is in Halton (58%) however this area has had a consistent increase since 2004/05.
- 61 This strong performance for Greater Merseyside, when compared to the regional and national rates, suggests that there are certain 'hotspots' of low performance that could be focussed on.

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Figure 16: 19+ FE Full Level 3 Success Rates



Source: FE ILR 2004/05 to 2006/07

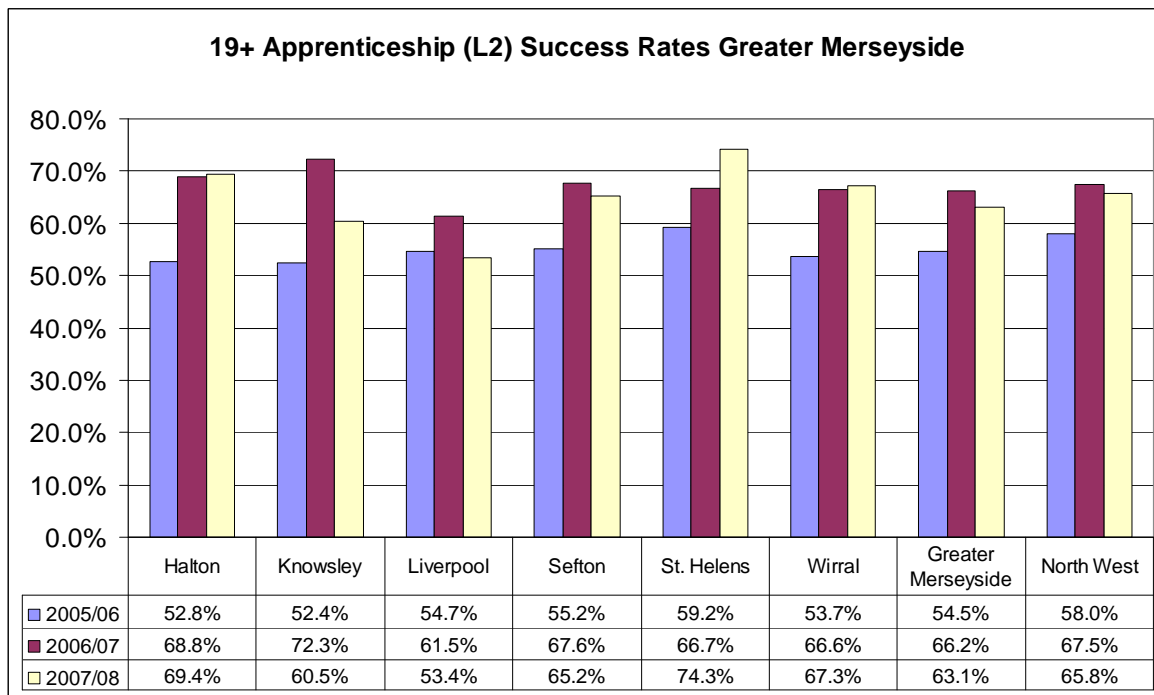
Apprenticeships and Advanced Apprenticeships Success Rates

- 62 Figure 17 shows 19+ Apprenticeship success rates in Greater Merseyside between 2005/06 and 2007/08.
- 63 In 2007/08 success rates in Greater Merseyside rose to 63.1 per cent, this was an increase of 8.6 percentage points from 2005/06 but was behind the regional rate of 65.8 per cent.
- 64 The highest rates within Greater Merseyside were in St Helens, where the success rate rose by 15.1 percentage points to 74.3 per cent.
- 65 Please note that some areas on the chart are showing a reduction in success rate between 2006/07 and 2007/08. This may be due to the 2007/08 data being from Period 12, ie: not a complete year of data. This is, at the time of writing the latest available residency based success rate data.

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Figure 17: Apprenticeship Success Rates



Source: Work-based Learning ILR 2005/06 to 2007/08 (P12) (Residency Based)

- 66 19+ Advanced Apprenticeship success rates in Greater Merseyside have increased to 69.1 per cent in 2007/08 (P12). This is now very close to the regional rate and the gap has narrowed in the 3 year period, during which the Greater Merseyside success rate has increased by 13.9 percentage points.
- 67 Within Greater Merseyside the highest success rate is seen in Knowsley with 76.2 per cent. Halton has had the highest rate of increase with an increase of 19.3 percentage points to 70.5 per cent.
- 68 As with the Apprenticeship (level 2) data (Figure 17), the information shown is based on the residency of the learner and is an incomplete year for 2007/08.

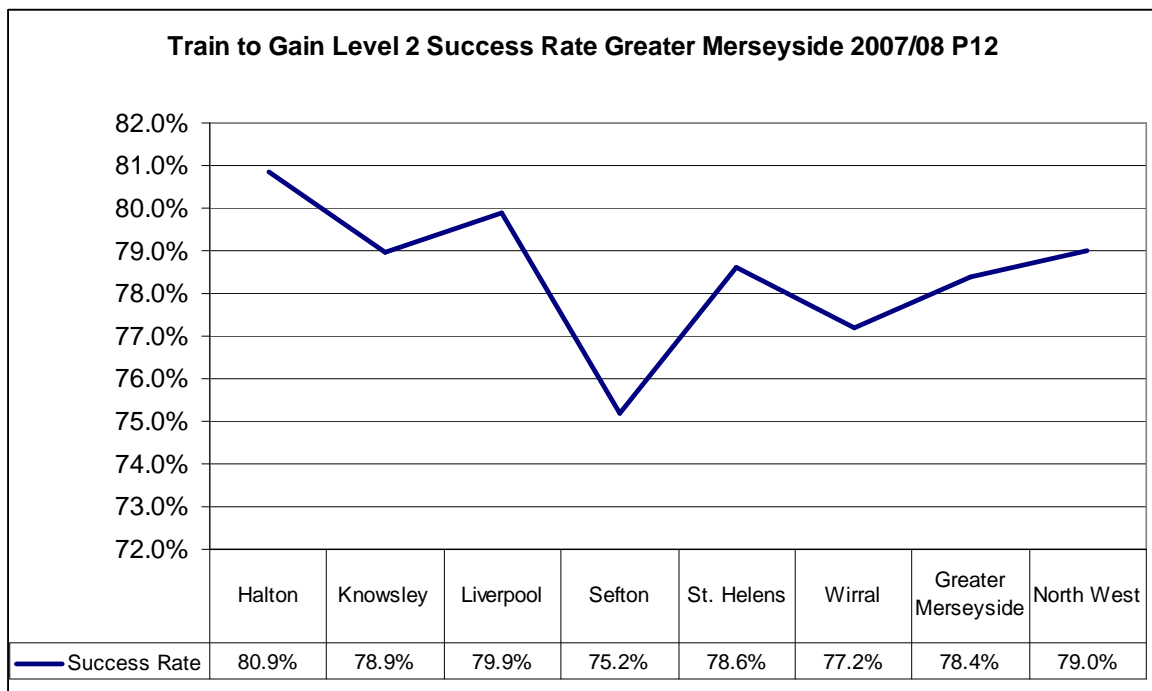
Train to Gain

- 69 Train to Gain provision is still relatively ‘new’ when compared to other LSC funded provision therefore the only success rate data currently available is for 2007/08 (period 12). The success rate shown in Figure 18 is based on the residency of the learner and shows the volume of achievements as a percentage of the volume of leavers.
- 70 The TtG level 2 success rate for Greater Merseyside is 78.4 per cent, just behind the regional rate of 79 per cent.
- 71 With 5,441 achievements Greater Merseyside accounts for 22.9 per cent of the regional total.
- 72 The highest success rate in Greater Merseyside is in Halton; a rate of 80.9 per cent represents 566 achievements. However, Liverpool had a far higher volume of achievers (1,684) with a high success rate of 79.9 per cent.

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Figure 18: Train to Gain Success Rates



Source: Train to Gain ILR 2007/08

Summary

- 73 In recent years the balance of LSC funded adult skills provision has shifted dramatically towards target-bearing employer facing provision. This is evidenced by both the increase in Apprenticeships as well as the large growth seen in Train to Gain. In addition to this Further Education providers have been increasingly shifting their provision for adults towards that which directly responds to the needs of local employers.
- 74 Training provision in Greater Merseyside has also had this transition, with a robust sector focus - particularly in Train to Gain - closely matching the structure of the local economy.
- 75 As well as traditionally strong performance on Apprenticeships the growth in employer facing FE provision has been maintained according to the latest available data set (2007/08 F04) – particularly at level 2.
- 76 Level 3 provision has not had the same growth across Apprenticeships or Further Education as seen in other parts of the region, this may highlight issues of progression / lower aspirations or could indicate that provision is being delivered according to need i.e. there is greater demand for Level 2, or there are more employment opportunities that require level 2 skills rather than level 3.
- 77 Levels of growth in employer responsive provision are set to continue, key developments driving this include the exponential increase planned in Train to Gain funding as well as the creation of the National Apprenticeship Service (NAS).
- 78 Another key development is the creation of Skills Accounts. Skills Accounts will give learners access to a new range of services which will help them take

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control of their learning and working life. They will also include a confidential record of an individual's achievements so that they can share these with employers and careers services. Each account holder will also have a Unique Learner Number which will be used to link the different services and build a verified record of their learning.

- 79 Analysis of the economic structure of the Greater Merseyside has been included in this chapter. The forecasts used in the analysis project forward 10 years to estimate changes of the economic make-up of the area. Given the current economic climate and uncertainty any shorter term forecasts should be used with caution.
- 80 In previous periods of economic downturn there is evidence of employers undertaking less training amongst their workforce. In light of these previous trends the effects of the current economic climate on levels of training amongst employers should be monitored closely in order for progress against challenging PSA targets to be maintained and improved upon.
- 81 In past years the volume of Apprenticeship opportunities being offered by employers has been particularly affected by the economic climate. With the formation of the National Apprenticeship Service (NAS) a result of increasing government focus, NAS will enable close monitoring and the ability to react quickly to any changes that arise in future. In an area such as Greater Merseyside, where volumes of Apprentices have historically been high, this could be a very important issue.

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