

What is the Potential for Degree Apprenticeships in your Area?

A brief analysis of potential employer demand for Degree Apprenticeships in Coast to Capital LEP region



Foreword

The huge role that higher education plays in providing the skills needed by industry is widely acknowledged. For instance, the Government's recent White Paper *Industrial Strategy: Building a Britain fit for the future* had this to say:

Higher education plays a significant role in bringing benefits for the UK economy, particularly in the provision of higher-level skills that are needed by employers both nationally and within local areas.

However, it is also generally acknowledged that many of the problems that have plagued the UK economy in recent years, such as low productivity and poor growth, are at least partly down to the fact that very often the skills learned in both universities and colleges are not well aligned with what employers actually need. This has led to increasing calls for education providers to get much better at ensuring their provision is supplying the skills that industry is calling for.

Degree Apprenticeships are one very important way of addressing this misalignment. Unlike traditional degrees, which do not necessarily need to be directly aligned to the labour market, Degree Apprenticeships must align as there are employers involved. Whether your university is already offering Degree Apprenticeships and is looking at the potential of expanding them, or whether you don't currently offer them, but you are exploring various possibilities, the key to success is the same: better understanding of how they relate to employer needs.

But this gives rise to the question of how can you better understand these needs and their relationship to Degree Apprenticeships? The answer to this question lies in the use of good, granular Labour Market Insight (LMI), and in mapping this to current degree-level apprenticeship standards. This is exactly what we have done: using our LMI, together with our unique modelling methodology, we have carried out the following steps:

1. We have mapped the 94 current apprenticeship standards at Level 4 and above to their related occupations
2. We have plugged this into our LMI so that we can effectively establish the occupation demand for those standards.

Since our data can delve down to the level of Local Enterprise Partnerships and even Local Authorities, what this means is that we can give you insight on Degree Apprenticeship potential for your university region. And this is exactly what you will find in this free report. On pages 3-5, you'll find some general insight on the standards and how they relate to the labour market in your region. Then on pages 6-8 we focus on one particular standard. On page 10, we explain the methodology we have used, and finally on page 11, you'll see details about our free *3-Step Guide to Maximising Your Degree Apprenticeship Offer*.

Whether you are looking to start a degree apprenticeship programme, or looking to expand an existing one, we hope that you will find this insight useful.

Overview

This report provides a series of facts and insights on the developing picture for Higher and Degree Apprenticeships as new standards emerge, with a particular focus on the Coast to Capital region's labour market.



The **94** standards link to 122 unique occupations,¹ accounting for **354,000** jobs in the Coast to Capital region.

Throughout 2017 there were **116,703** unique jobs advertised for these occupations posted by **12,328** companies.

They are forecast to add **9,500** jobs between 2017 and 2022.

They are forecast to account for **103,300** job openings in the same period, to cover growth and the need to replace exiting workers.

This equates to almost **41** percent of the forecast change in jobs in the Coast to Capital region over that time.

¹ Occupations are here defined in terms of the unit groups in ONS Standard Occupation Classification 2010.

Top 10 standards

Emsi have mapped each Higher and Degree Apprenticeship to the relevant family of occupations to allow for labour market insights – to explore where demand is concentrated, and where it is growing.

Figure 1: Highest job count in Coast to Capital region

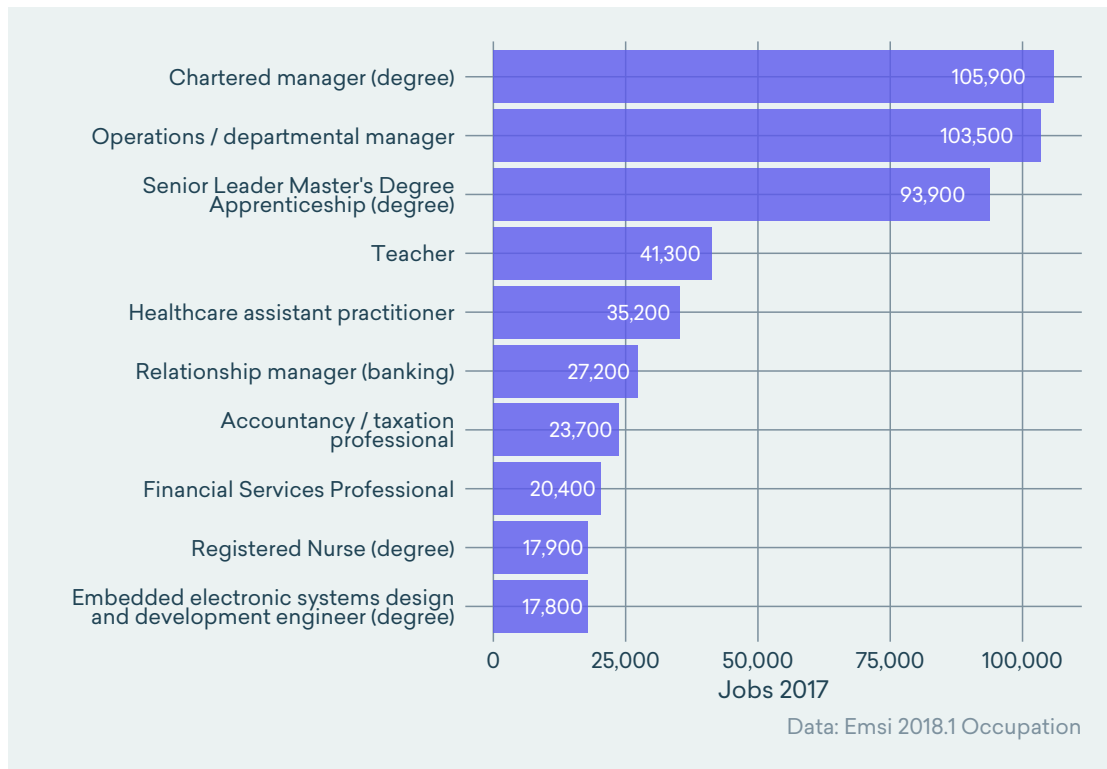


Figure 2: Highest projected growth in Coast to Capital region

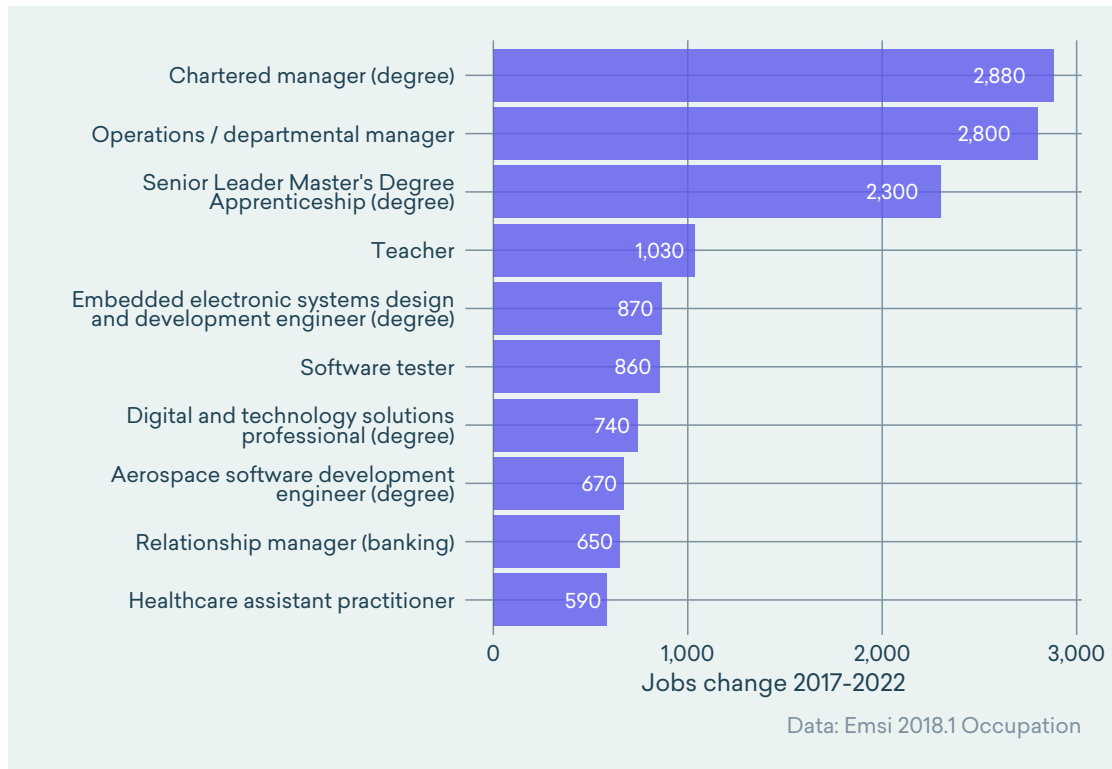
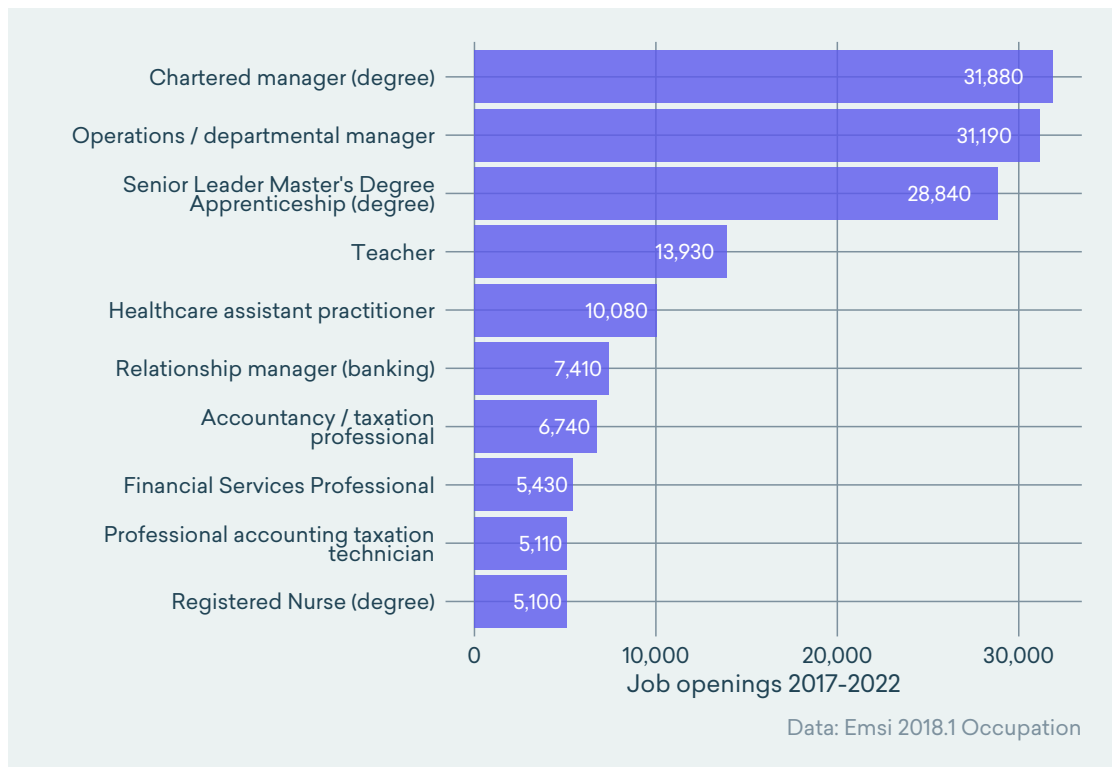


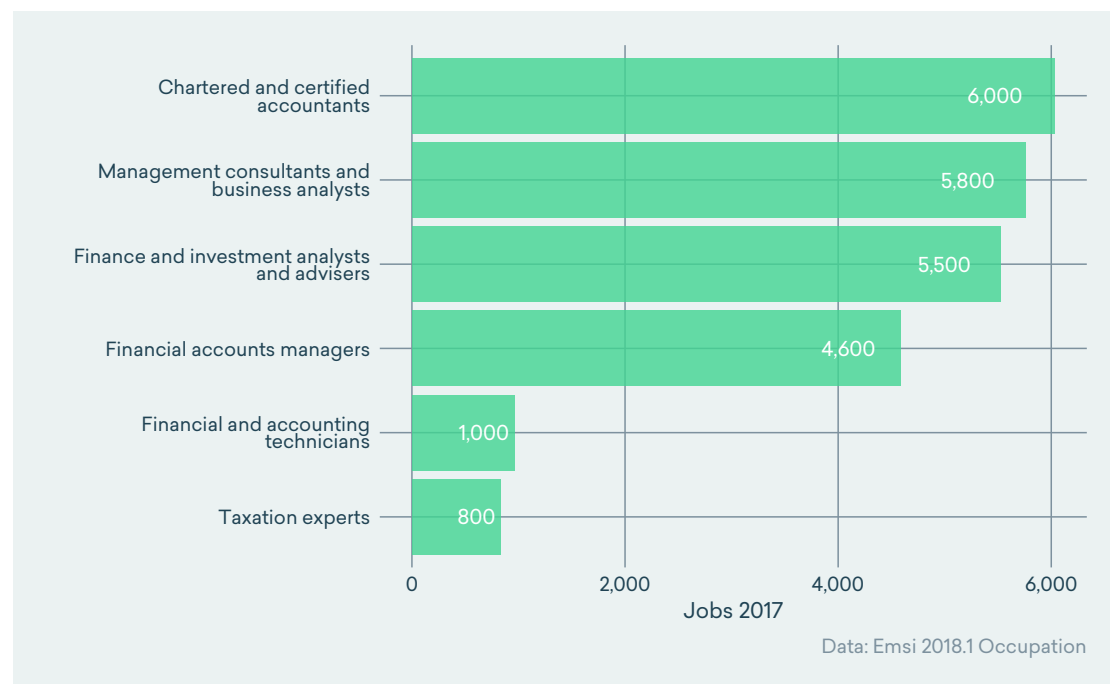
Figure 3: Highest projected job openings in Coast to Capital region



Standard in focus: Accountancy / taxation professional

The approach allows us to investigate the trend and size of demand for a particular standard – in this case, we focus on the Level 7 standard Accountancy / taxation professional.

Figure 4: Component occupations in the demand for Accountancy / taxation professional: job counts 2017



These 6 occupations together employ **23,700** jobs in the Coast to Capital region.

They are forecast to add **460** jobs between 2017 and 2022, a growth rate of **1.9** percent.

Over those years, there are projected to be **254,100** job openings.

In 2017, there were **8,949** job postings advertised online, from **1,881** companies.

Figure 5: Highest-employing industries for Accountancy / taxation professional

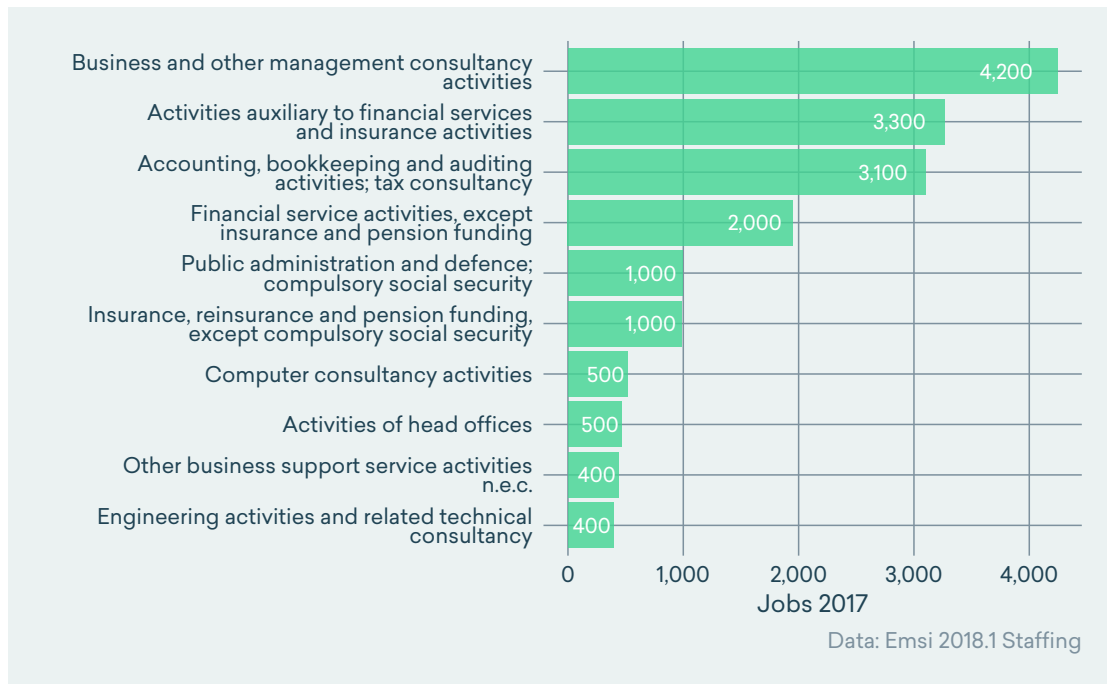


Figure 6: Highest job change industries 2017-2022 for Accountancy / taxation professional

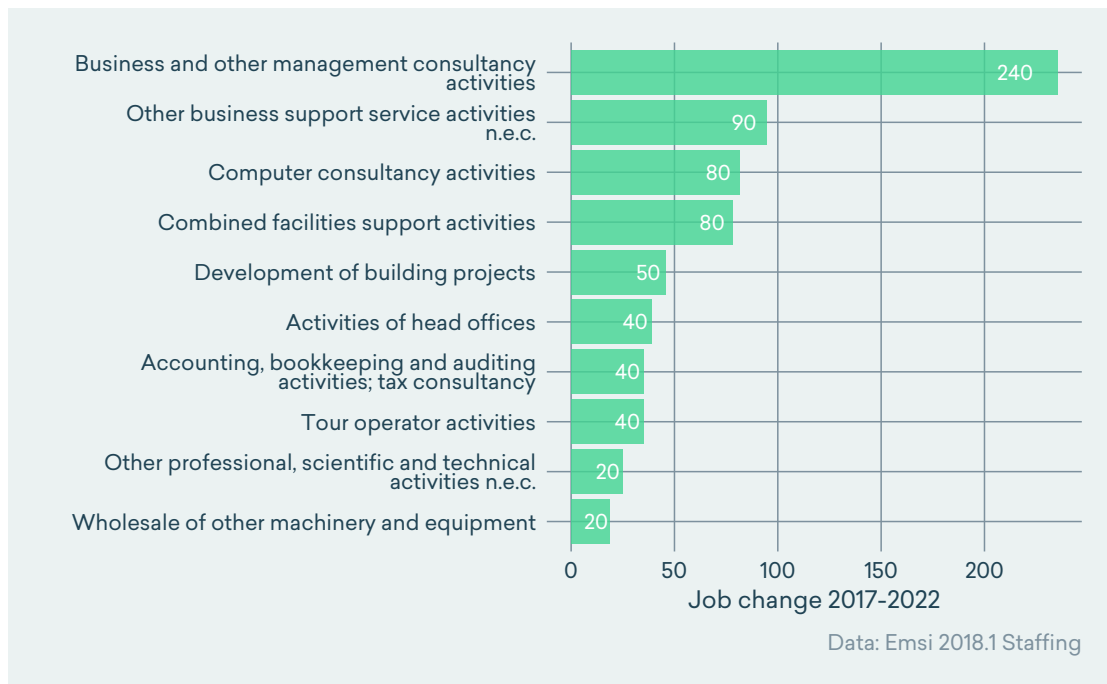


Figure 7: Where are jobs concentrated in the region?

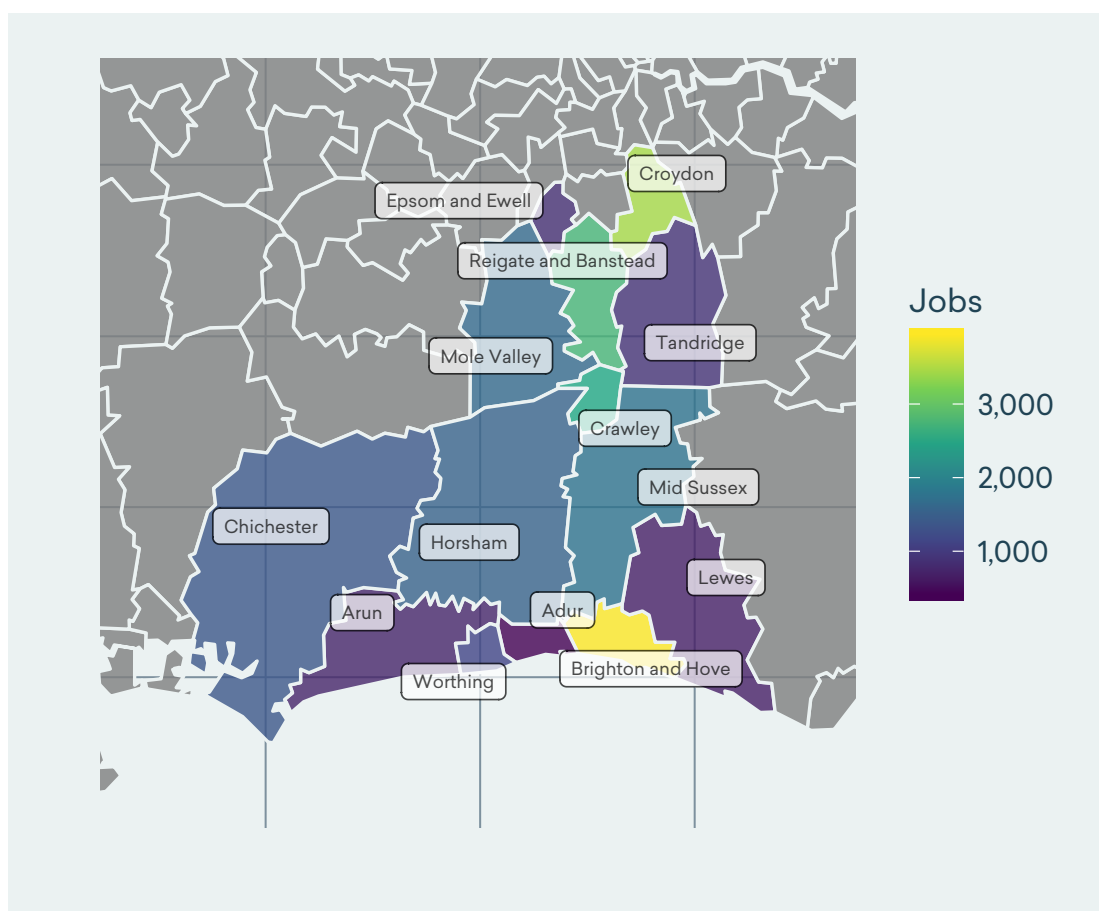


Table 1: Jobs in Accountancy / taxation professional by local authority

Local Authority	Jobs 2017	Jobs 2022	Openings
Brighton and Hove	3936	4077	1150
Croydon	3447	3373	855
Reigate and Banstead	2734	2767	727
Crawley	2533	2628	796
Mid Sussex	1753	1765	463
Mole Valley	1630	1693	482
Horsham	1541	1621	497
Chichester	1376	1405	396
Worthing	1140	1154	311
Tandridge	894	895	256
Epsom and Ewell	851	865	239
Arun	740	731	196
Lewes	679	723	232
Adur	426	444	138
TOTAL	23680	24141	6738

Appendix

MAPPING APPRENTICESHIPS TO OCCUPATIONS

Although apprenticeship standards are designed with particular job roles in mind, they are not typically mapped to occupations to compare with labour market data. To provide the necessary connectivity between standards and occupations, Emsi has mapped each standard to the relevant unit groups of the SOC taxonomy, on the basis of the information supplied for the standard by the Institute for Apprenticeships.

Directly mapping a standard to one or several occupations may not truly reflect the intended labour market. Some occupations have a sector-specific focus within an occupation: e.g. 'Nuclear scientist and nuclear engineer' maps to broader engineering and scientist groups which are typically found without the nuclear specialism. Using conventional occupational labour market data can be tricky when dealing with these cases, although Emsi also have accumulated over 21 million job postings which allow us to explore these very granular cases in terms of their geographic pattern and the particular skills sought.

EMSI DATA

Emsi provides the most detailed and localised labour market intelligence available in the UK, which in turn creates a robust base upon which to create uniquely localised and detailed employment projections. Emsi brings together different data sources to create a robust composite dataset that provides detailed labour market intelligence on hundreds of industries and occupations at the lowest geographic levels. By joining together these datasets, Emsi can provide unique insights into the relationship between industry trends and associated occupational requirements.

Emsi builds the data from 9 different government data sources, each describing different aspects of the labour market that in isolation only tell part of the story or contain inherent weaknesses, but when modelled together provide a more holistic and robust view of the labour market. This combination – some 20 million data points added each year – provides the platform for employment forecasts to be created that describe locally-specific employment trends, and which are updated annually as more up-to-date data is made available through the government sources.

Combining data from these sources creates something entirely unique, allowing gaps in individual sources to be filled in, providing employment forecasts at a level of detail that makes labour market data useful to a broad range of local, regional, and national organisations. Linking this with skills and competency intelligence helps to understand shifts in training priorities associated with a changing labour force.

Emsi data together delivers not only depth in terms of local detail, industry detail, and occupa-

tional detail, but applications in a range of different directions, with data on demographics, age, educational attainment, competency, earnings and staffing patterns. All data are reported in current (SIC 2007 / SOC 2010) classifications.

Our data includes consistent series back to 2003 and projected forward to 2026 and are updated annually. We deploy them through tools such as Analyst to help economic strategists and FE and HE planners to investigate the current and projected labour market and Career Coach to present a micro view for young people considering different occupations in their future.

We also have it available as a general resource which we can use as a tool in our consulting work. While we have the knowledge and capability to tackle any of the leading labour market intelligence sources – such as those produced by the ONS and UKCES – our own data's power lies not only in its granularity, but in its accessibility. Because of the work we do to process, prepare and validate our data, Emsi can answer complex labour market queries from our data in high volume and at high speed.

Free 3-Step Guide

Building your programmes on your existing relationships with local employers is a great start, but imagine being able to tap into a far greater potential, enabling you to expand your existing offer, maximise funding, stay ahead of competitors and become a key driver of regional growth.

In our new 3-step guide, we show you how.

Step 1 – Looks at how you can maximise the impact of the Degree Apprenticeships you already offer, by identifying other employers who need them.

Step 2 – Shows you how you can look at which areas in your existing course portfolio could be converted into Degree Apprenticeships.

Step 3 – The third stage is for the really ambitious university, where instead of letting your existing offer drive what you do, you let the demands of industry drive your programme.



For any university looking to expand its existing Degree Apprenticeship offer, explore opportunities within its current course portfolio or start with the labour market to really open up a whole new range of possibilities, this guide is indispensable:

To get your free copy, contact Andy Durman, Managing Director for Emsi UK at:

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The Challenge of Degree Apprenticeships

Successfully unlocking your Degree Apprenticeship potential requires a good understanding of employer demand and the ability to map it to current and potential provision.

Our aim is to give you the insight to help you identify which Degree Apprenticeships and employers you should prioritise in your planning and engagement.

Let's Talk

We'd love to hear about how you are attempting to maximise your Degree Apprenticeship potential and whether our insight might be able to help. Contact us and we will:



Listen

We'll listen to the specific challenges you are facing around the Degree Apprenticeship agenda



Discuss

We'll talk you through a solution and show how it can help you understand which are your best opportunities.



Deliver

We'll deliver a solution and provide ongoing support as you seek to use our solution to maximise your offer.

[Contact us now](#)

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