

TRURO & PENWITH COLLEGE

APPRENTICESHIP STRATEGY

2024 - 2027

**EXPERT
APPRENTICESHIP
PROVIDER**



BACKGROUND & CONTEXT

The College has campus facilities in Truro, Penzance and Bodmin and its wide reach is reflected in learner numbers; with 5,000 full-time further education students, 300 higher education and Access students, 900 apprentices and approximately 3000 learners engaged on part-time programmes.



BACKGROUND & CONTEXT

Truro and Penwith College serves Cornwall and the Isles of Scilly, an area of economic deprivation, where people have traditionally not had the same life chances as many other areas within the United Kingdom, or across the South West.

The Cornish economy has been dominated by bedrock sectors, such as the Visitor Economy and agriculture, with productivity metrics significantly behind the rate for the South West region and the rest of the UK. Cornwall has continuously had a lower average rate of unemployment than the rest of England for the last decade however, rather than a paucity of employment opportunities, there is a persistent challenge with low levels of highly-skilled and highly-paid roles and high volumes of insecure and seasonal jobs; resulting in in-work poverty or the re-location of human capital out of county.

Job vacancy postings remain consistently high, with the most advertised roles are for health care assistants and support workers. The average advertised salary is however over £3,500 lower than the United Kingdom average and salaries in Cornwall have increased by 2.7% a year against the national annual change percentage of 3.6% (Adzuna).

10% percent of Cornwall's 16+ population is in receipt of Universal Credit, with 38% of claimants in employment. Cornwall has a higher-than-average proportion of economically active adults in self-employment and also has the third highest proportion of part-time employees of any Local Authority in England, with 34.5% of those employed working below full-time hours.

Cornwall also has an economic inactivity rate of 22.4% (December 2023), equating to c.74,800 people, which is higher than the rate for the South West. 33% of the economically inactive population are experiencing long-term sickness; against the England average of 25.5%.

Following significant investments, education levels in Cornwall are now similar to national averages (Census 2021), with the proportion of people qualified at Level 4 or above increased to 30.6% (against 33.9% for England). There are however 16.3% of the adult population with no qualifications.

The demographic profile of Cornwall's workforce compounds the challenges to employment, skills, and, ultimately, productivity; with the average working age of the population higher than the national average across every industry meaning that there are imminent risks to the working age population and sufficient recruitment to sustain the operations of local business.

On top of this students and their families face the challenge of high house prices, due to the substantial demand for holiday homes; Cornwall has the highest number of vacant houses of any local authority area in England. The Office for National Statistics data from January 2024 revealed that the average house price in Cornwall was £301,000; more than ten times the average annual salary.

There are also significant variations in income and wellbeing measures across the county; with seventeen neighbourhoods (Lower Super Output Levels) being ranked in the top 10% most deprived areas in England in the 2019 Index of Multiple Deprivation. Poor transport and public transport networks also prove a challenge to the local community, this also leads to significant challenges with students accessing work experience and limits employment options for those without their own transport.

OUR VISION

OUR MISSION

To provide the best possible learning experience, leading to the highest possible level of achievements by our students.

OUR VALUES

W <hr style="width: 50%; margin: 0 auto;"/> WELLBEING	E <hr style="width: 50%; margin: 0 auto;"/> ENGAGEMENT	A <hr style="width: 50%; margin: 0 auto;"/> ASPIRATION	R <hr style="width: 50%; margin: 0 auto;"/> RESPECT	<p>College staff and students have identified four cornerstone values that are crucial to creating a high performing inclusive culture in which our curriculum ambitions can be realised.</p>
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OUR AMBITIONS

LOOK FURTHER

Aspiration: Students gain the confidence and self-belief to set ambitious progression and career goals
Inspiration: Students are inspired by interactions with staff, stakeholders and alumni

REACH FURTHER

Triumph: Students exceed expectation and achieve their full potential
Talent: Lecturers have a passion for teaching and learning and are experts in their field
T&PC Magic: Facilities, enrichment and opportunities are exceptional

GO FURTHER

Progression: Students progress to competitive universities, apprenticeships and jobs that provide strong foundations for successful careers
Prosper: Students develop the skills needed to flourish at university or in employment
Productivity: Students gain the skills employers need, supporting the economy to thrive

STRATEGIC OVERVIEW

RESPONDING TO LOCAL AND NATIONAL PRIORITIES

Apprenticeships serve as a vital bridge between education and employment, offering individuals the opportunity to gain practical skills, industry-specific knowledge, and valuable work experience while earning a wage.

The primary purpose of Truro and Penwith College delivering apprenticeships is to address skills shortages, enhance workforce development, and support economic growth. By providing structured training and mentorship within real workplace environments, our apprenticeships aim to:

- **Develop a Skilled Workforce:** Apprenticeships equip individuals with the technical expertise, soft skills, and practical experience needed to succeed in various industries, ranging from traditional trades to emerging sectors like technology and healthcare.
- **Promote Lifelong Learning:** Apprenticeships foster a culture of continuous learning and professional development, encouraging individuals to acquire new skills, adapt to evolving job roles, and pursue further education and training throughout their careers.
- **Drive Innovation and Productivity:** Apprenticeships cultivate innovation by nurturing talent, fostering creativity, and encouraging problem-solving within organisations. Apprentices bring fresh perspectives and ideas, contributing to increased productivity and competitiveness in the local, regional and national marketplace.
- **Enhance Social Mobility:** Apprenticeships offer pathways to career advancement and upward mobility for individuals from diverse backgrounds, including disadvantaged and underrepresented groups. By providing equal access to training and employment opportunities, apprenticeships promote social inclusion and reduce socioeconomic disparities.

STRATEGIC OVERVIEW

RESPONDING TO LOCAL AND NATIONAL PRIORITIES

In recent years there has been significant investment in Cornwall and the Isles of Scilly (Shared Prosperity Fund SPF, Local Skills Improvement Plan LSIF, European Social Fund ESF, Town Deal, Future High Streets Fund and Getting Building Fund) to support the emerging sectors and significant growth areas. The LEP created a Vision 2030 strategic plan and outlined 10 opportunities outlined below. (As of the 1st April 2024 the Local Enterprise Partnership LEP functions will be transferred to Cornwall Council and a new Economic Forum will continue the development for Cornwall).

- Data & Space
- Visitor Economy
- Agri-food
- Creative
- Health & Social Care
- Digital, Engineering & Manufacturing
- Marine
- Clean Energy
- Construction
- Mining

Link:

[Vision 2030 Strategic Plan](#)

The Cornwall and Isles of Scilly LSIP (Local Skills Improvement Plan) has identified the focus sectors as:

- Manufacturing, Engineering and Marine
- Construction and Retro fit

Cross cutting themes have also been identified as:

- Digital
- Soft skills and employability development
- Careers advice and guidance
- Essential skills in English and maths
- Green skills

Link:

[Cornwall and Isles of Scilly LSIP](#)

The NHS Long-term Workforce Plan 2023 focuses on:

- **Training** - increasing the education and training levels and increasing adult nursing training places by 92% and providing 22% of training for clinical staff through apprenticeship routes.
- **Retaining** - Better support staff throughout their careers
- **Reforming** - improving productivity by building broader teams and investing in development and leadership as well as creating more flexible training programmes. Grow the number and proportion of NHS staff working in mental health, primary and community care to deliver more preventable and proactive care across the NHS.

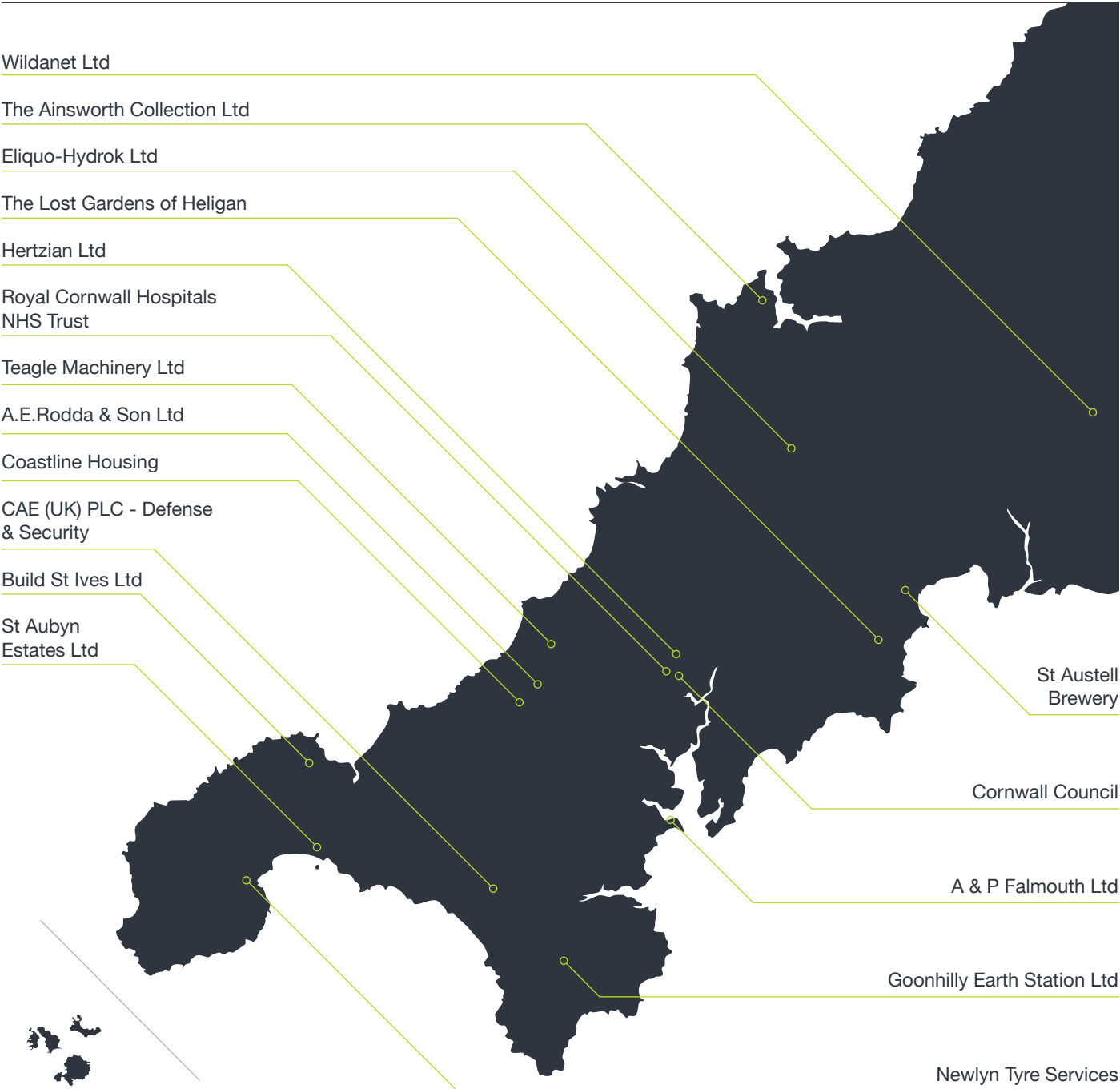
These growing industries will provide high skilled jobs, providing more career opportunities for local people, with a shared ambition of overcoming the challenges and skills deficits that currently exist in this sector.

Link:

[NHS Long-term Workforce Plan](#)

APPRENTICESHIP EMPLOYER MAP

Truro and Penwith College currently delivers apprenticeships in partnership with 257 businesses throughout Cornwall, Devon and beyond. Here is an example:



SECTOR FOCUS AREAS

HEALTH

AUTOMOTIVE

BUSINESS ADMIN

ENGINEERING

HOSPITALITY

DIGITAL MARKETING

CONSTRUCTION

DIGITAL

COMMITMENTS

- Effective Employer Engagement:** Strong partnerships with employers are essential for designing and delivering apprenticeship programmes that meet industry needs, align with workforce demand, and provide relevant training and job opportunities. Employers play a pivotal role in shaping apprenticeships by offering quality work placements, mentorship, and good employment prospects upon completion of the apprenticeship.
- Quality Training and Support:** Delivering high-quality training and support is critical for the success of apprenticeship programmes. This involves developing well-structured curriculum, providing experienced Lecturers and Training Advisors, as well as offering comprehensive guidance and resources to apprentices throughout their learning journey is crucial to the development of the apprentice.
- Provide Tailored Careers Advice and Guidance:** Careers advice is essential for apprentices as it helps them clarify their career goals, understand industry trends, maximise opportunities, navigate challenges, build confidence, and embrace lifelong learning. By receiving comprehensive and tailored careers guidance, apprentices can make informed decisions, pursue rewarding career paths, and achieve their full potential in the workplace.
- Flexibility and Adaptability:** Apprenticeship standards should be flexible and adaptable to accommodate the diverse needs and preferences of learners, employers, and industries. This may involve tailoring training programs to individual learning styles, incorporating digital technologies and remote learning options, and adjusting curriculum content to reflect changing industry trends and requirements.
- Monitoring and Evaluation:** Regular monitoring and evaluation are essential for assessing the quality, effectiveness and impact of apprenticeship delivery. By collecting data on apprentice achievements, employer satisfaction and retention rates, we can identify strengths, address weaknesses, and make informed decisions to enhance programme quality and effectiveness over time.
- Personal Development:** Personal development empowers apprentices to become well-rounded professionals equipped with the skills, mindset, and confidence needed to succeed in their chosen field. The REAAL tutorial resource platform and the access to Health, Wellbeing and Sport sessions as well as the additional personal development embedded into the programme will continue their education beyond the formal training helping to develop the entire individual.

IMPACT

- **Employment Opportunities:** Apprenticeships create pathways to sustainable employment and career advancement for individuals, reducing unemployment, increasing earnings potential, and enhancing job satisfaction and job security as well as addressing the skills gaps.
- **Skills Development:** Apprenticeships equip individuals with the technical skills, practical experience, and industry qualifications needed to excel in their chosen field, addressing skills shortages, and promoting lifelong learning and professional growth.
- **Business Growth:** Employers benefit from apprenticeships by gaining access to a skilled and motivated workforce, reducing recruitment and training costs, improving employee retention and productivity, and driving innovation and competitiveness within their organisations.
- **Economic Prosperity:** Apprenticeships contribute to economic growth and prosperity by fostering a highly skilled workforce, boosting productivity and innovation, attracting investment and business development, and attracting local talent.
- **Social Inclusion:** Apprenticeships promote social cohesion and inclusion by offering equal opportunities for individuals from diverse backgrounds to access training, employment, and upward mobility, thereby reducing inequalities and strengthening communities.

GOVERNANCE, MANAGEMENT & LEADERSHIP

At a senior level the programmes are overseen by the Director of Business Partnerships and Apprenticeships who holds the strategic responsibility for apprenticeships and will report to the Principal and Board of Governors.

The Programme Team Leader for Future Skills has the operational responsibility for all apprenticeship programmes.

The Future Skills and Business Partnership Manager has the responsibility of employer engagement and onboarding new apprentices.

The Apprenticeship Delivery Manager has the responsibility of quality and achievement on all apprenticeship programmes.

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