



# IN-COMM TRAINING BAROMETER 2022



APPRENTICESHIPS / CONSULTANCY / UP-SKILLING



# EXECUTIVE SUMMARY

## There is definitely a more 'optimistic' feel to this year's annual Training Barometer.

Last time out, the findings painted a worrying picture of budget cuts and a reluctance to invest in the next generation of talent, not surprising when you consider the economy was still feeling the effects of a partial lockdown. The fear twelve months ago was whether this was going to be a temporary blip or whether the hard work of the previous five years, in boosting the profile of apprenticeships, was going to be wasted. Thankfully, we appear to be back on track and the renaissance in firms committing to training and apprentices has mirrored the economic recovery we are broadly witnessing since restrictions lifted in July 21.

Our 3rd annual Training Barometer, which questioned 105 companies, revealed that 68% of businesses had taken on apprentices during the last twelve months, whilst a staggering 97% kept all their learners on despite the pressures of Covid-19.

The confidence extends into the

future, with more than two thirds of firms (70%) committing to taking on an apprentice over the next year (up from 47% in 2021). It appears that the sector has stabilised somewhat from the pressure of the economy, but there are new challenges ahead. The labour market has flipped almost 360 degrees, with companies balancing scaling-up rapidly with a lack of available staff or resources. This means a more creative approach is required and this is reflected in the results. Demand for talent is fierce and businesses are having to increase their CSR/marketing activities to position themselves as an employer of choice.

Training and development have also taken on an even greater priority and is now a key part of the package when looking to improve employee retention and in attracting future staff.

Continuous improvement, leadership and management and health and safety are viewed as the main areas where engineering and manufacturing firms are looking to train individuals and we are now

seeing over two thirds of companies offering individuals the chance to progress through to an HNC/Degree.

There is also a move to use apprenticeships for a multitude of reasons and not just for the traditional means of generating future talent.

Management teams are now using vocational learning to increase the flexibility of their workforces and are beginning to use it to solve the brain drain that 69% of companies are seeing with older workers retiring and taking traditional skills with them.

This is very encouraging and appears that a message we have been trying to get across for some time is finally resonating.

After what has been an extremely difficult time for vocational learning and training, it appears the sector is back on track and set to play an increasing role in helping to not only bridge the skills gap, but also to meet a growing requirement for labour.

"A staggering **97%** kept all their learners on despite the pressures of Covid-19"



# THE LEARNER'S VIEW

**It was important to try to understand the impact the pandemic has had on learners and whether what they experienced over the last twelve months has changed their perception on training and career paths.**

The resounding answer was no. Findings from this year took in the opinions of 178 school pupils and were remarkably similar to the results we saw in 2021. Nearly four fifths of young people would still consider embarking on an apprenticeship, with earning whilst learning and the benefits of on-the-job training continuing to be the biggest driver to choosing the vocational route. 45%

see an apprenticeship as equivalent to a degree, which is the same figure as the previous year.

There is still plenty of work to do in convincing young people to consider a career in engineering, with just over a third saying they would pursue a career in this sector. This will not be a short-term fix and requires a concerted marketing and PR campaign by industry and Government to dismiss the misconceptions and replace them with the untold story of how good a career in engineering and manufacturing could be. Engage the disengaged is our rallying call!

**"45% see an apprenticeship as equivalent to a degree"**





IN-COMM TRAINING  
BAROMETER 2022

# EMPLOYERS

**The In-Comm Training Barometer** was open to all businesses in England and ran from February 1st 2022 to March 31st 2022.

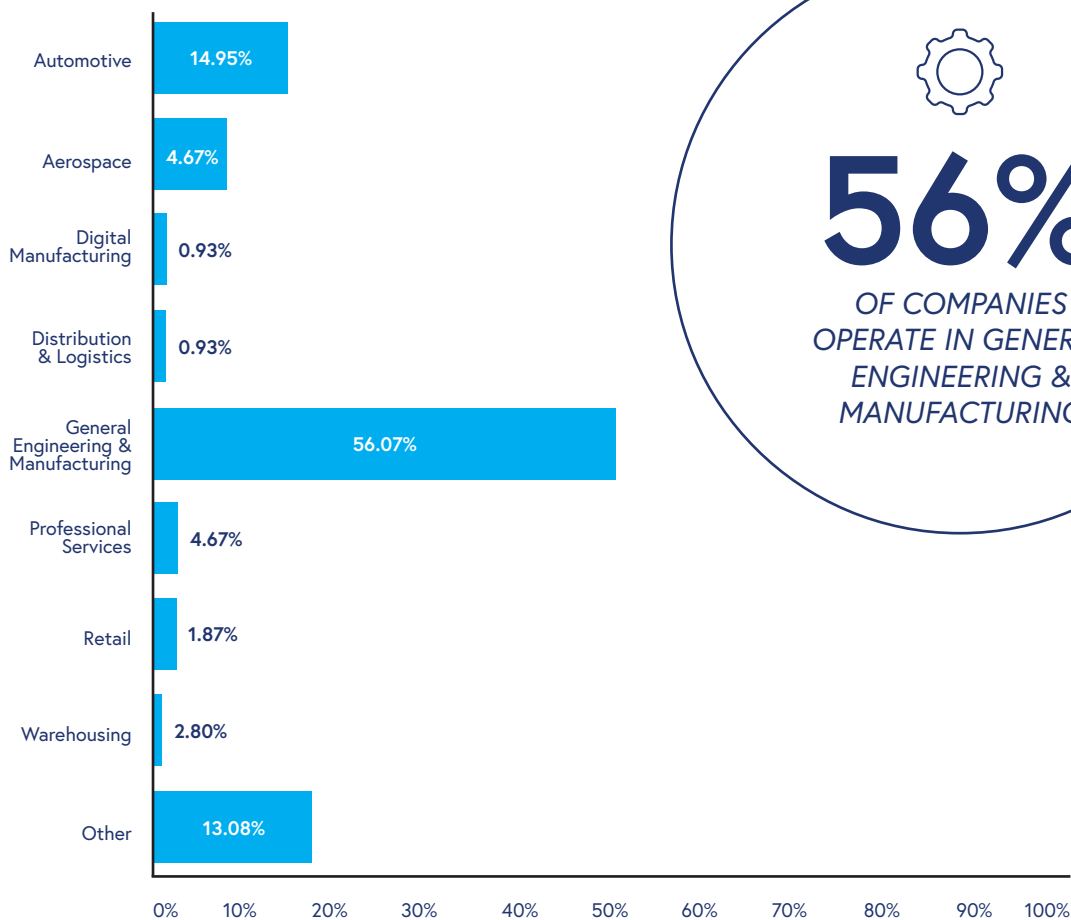
105 companies took part, answering the following 19 questions. The findings will be used to lobby Government about more targeted support for the sector and to inform future recommendations by trade bodies representing business and industry.





# Q1

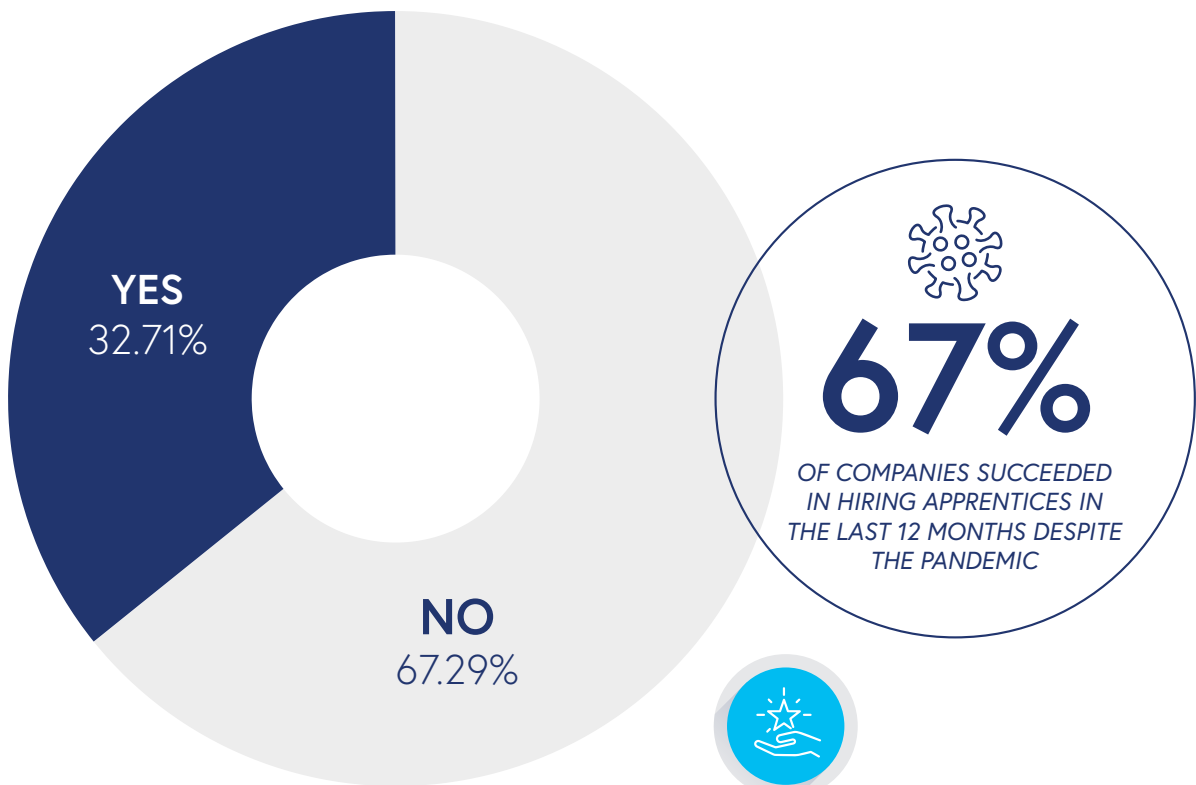
## WHAT SECTOR DOES YOUR BUSINESS OPERATE IN?





## Q 2

HAS THE IMPACT OF COVID-19  
PREVENTED YOU FROM  
TAKING ON APPRENTICES IN  
THE LAST TWELVE MONTHS?



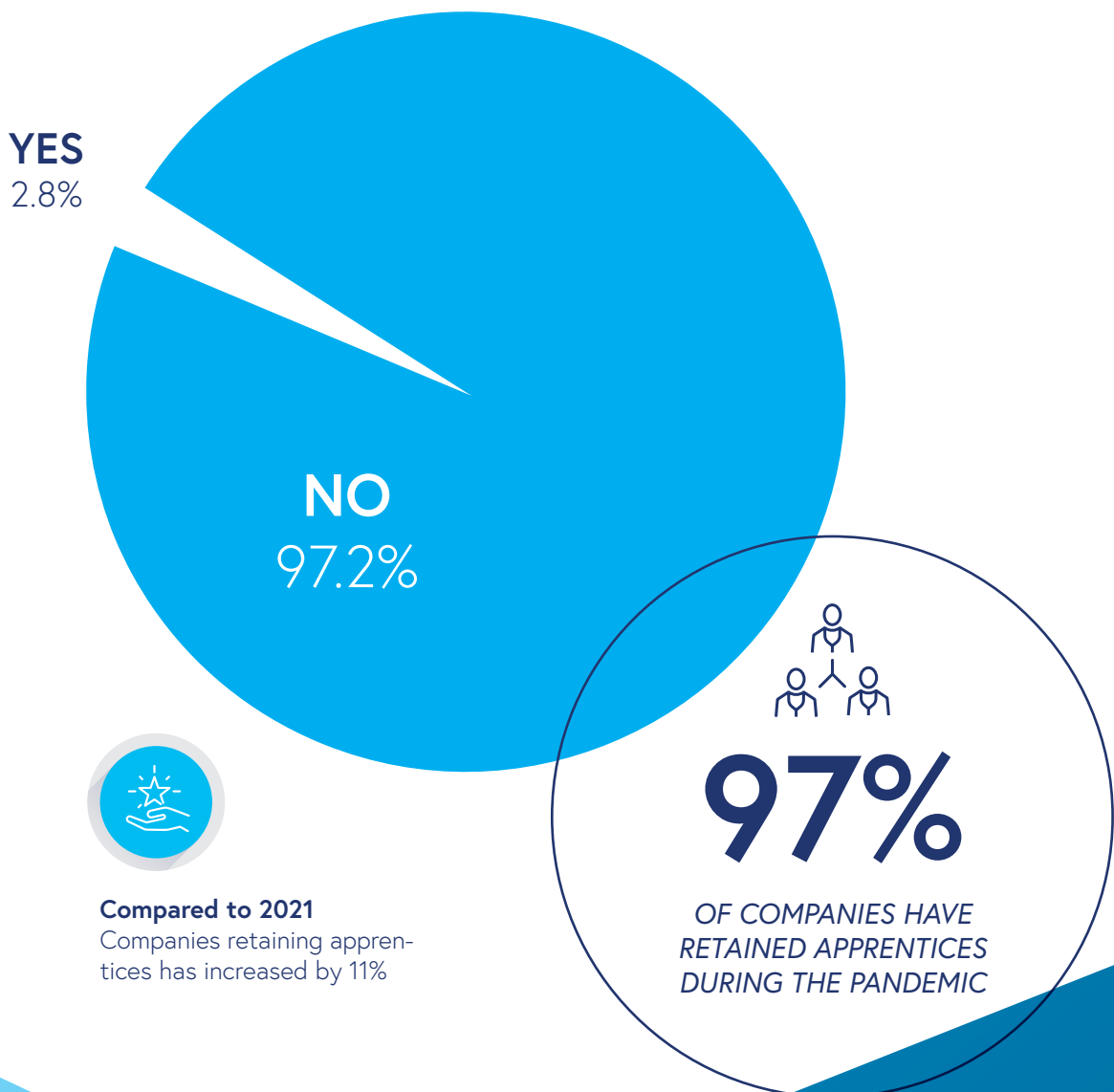
### Compared to 2021

64% of companies failed to hire  
due to the pandemic last year.



## Q 3

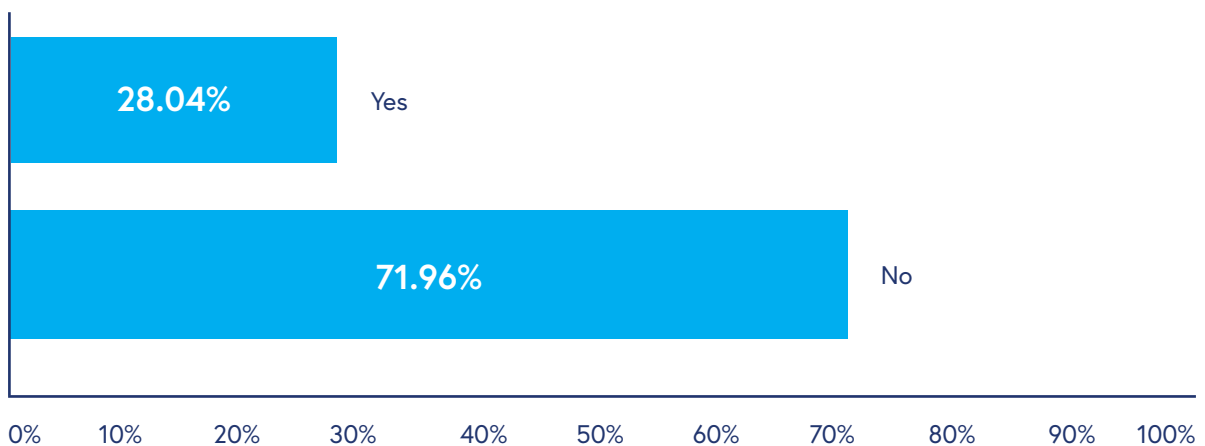
### HAVE YOU MADE ANY APPRENTICES REDUNDANT DURING THE PANDEMIC?





## Q 4

HAVE YOU HAD TO CUT  
BACK ON YOUR TRAINING  
BUDGET DUE TO COVID-19?



# 72%

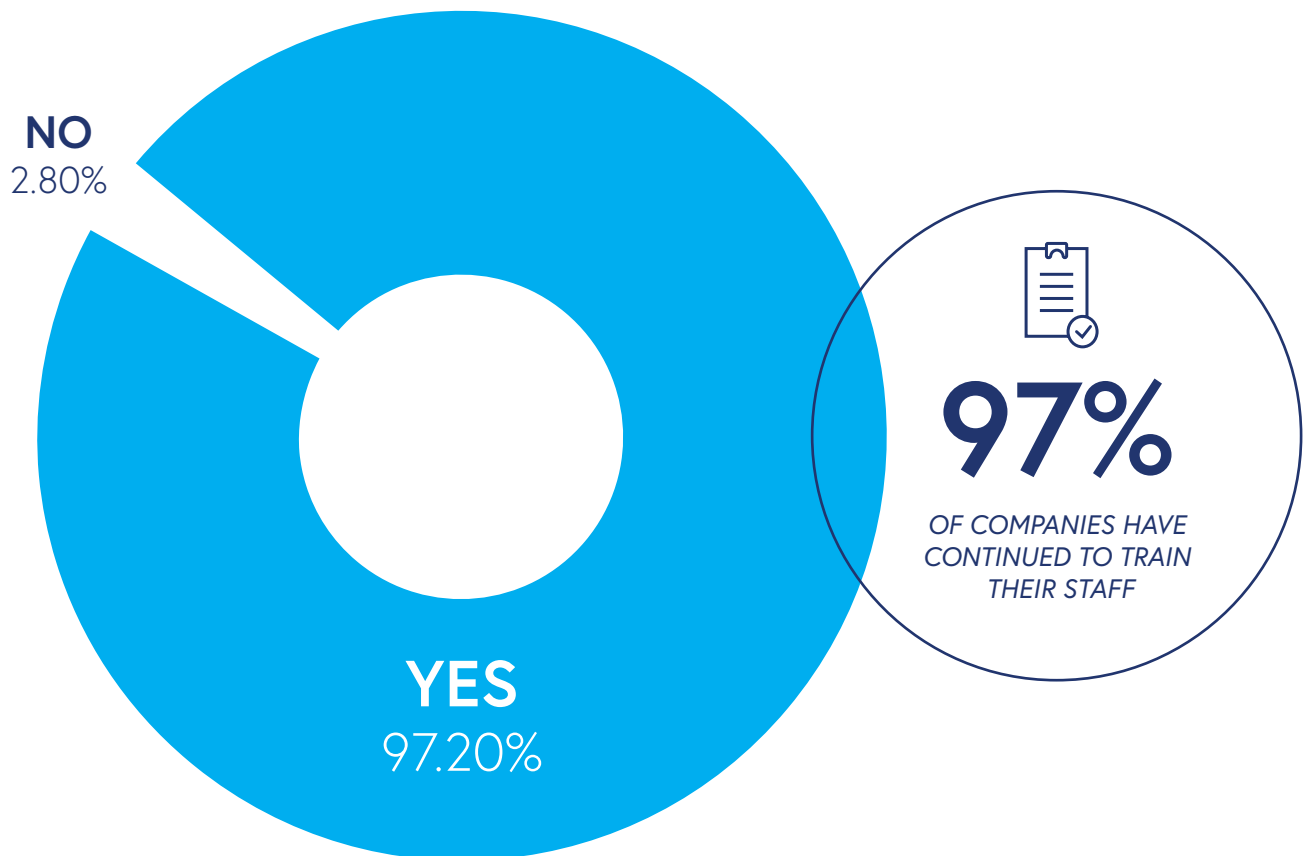
OF FIRMS HAVE  
NOT REDUCED THEIR  
TRAINING BUDGET





## Q 5

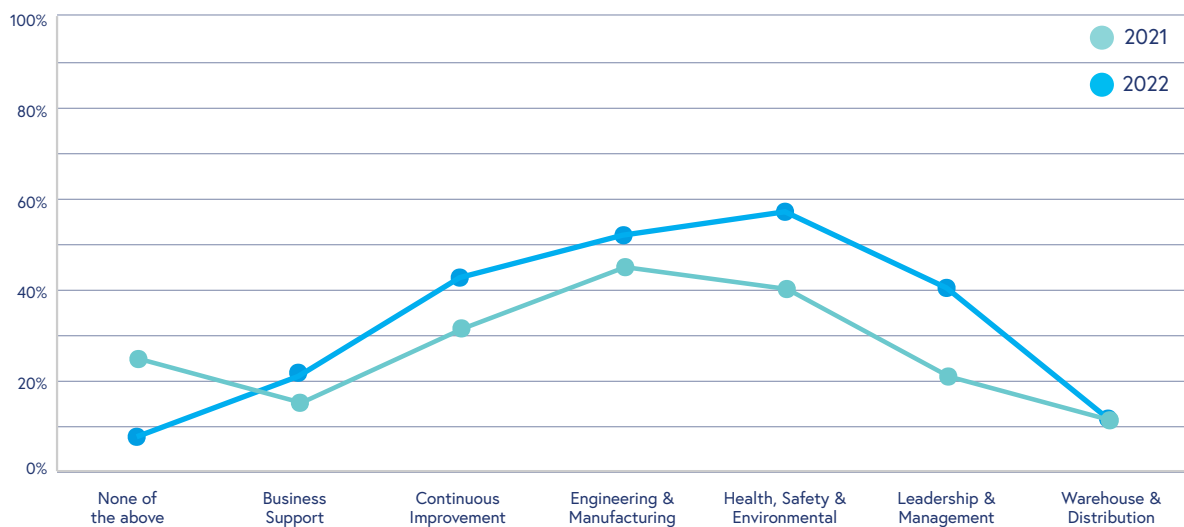
HAVE YOU CONTINUED TO  
TRAIN YOUR EMPLOYEES  
DURING THE LAST 12 MONTHS?





## Q6

### IF YOU ANSWERED YES, IN WHICH AREAS OF THE BUSINESS?



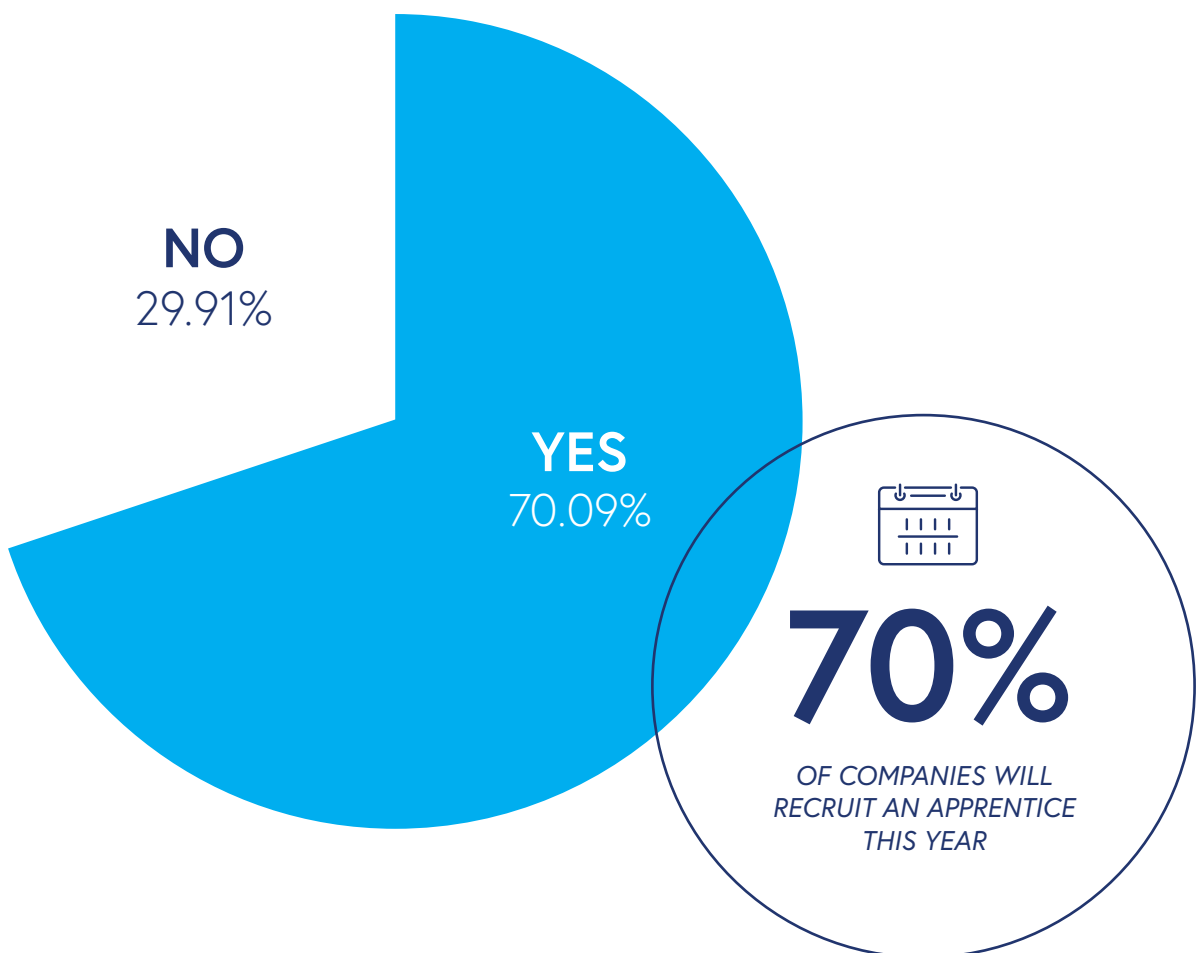
# 53%

OF COMPANIES CONTINUED  
TO TRAIN EMPLOYEES IN  
ENGINEERING &  
MANUFACTURING



## Q7

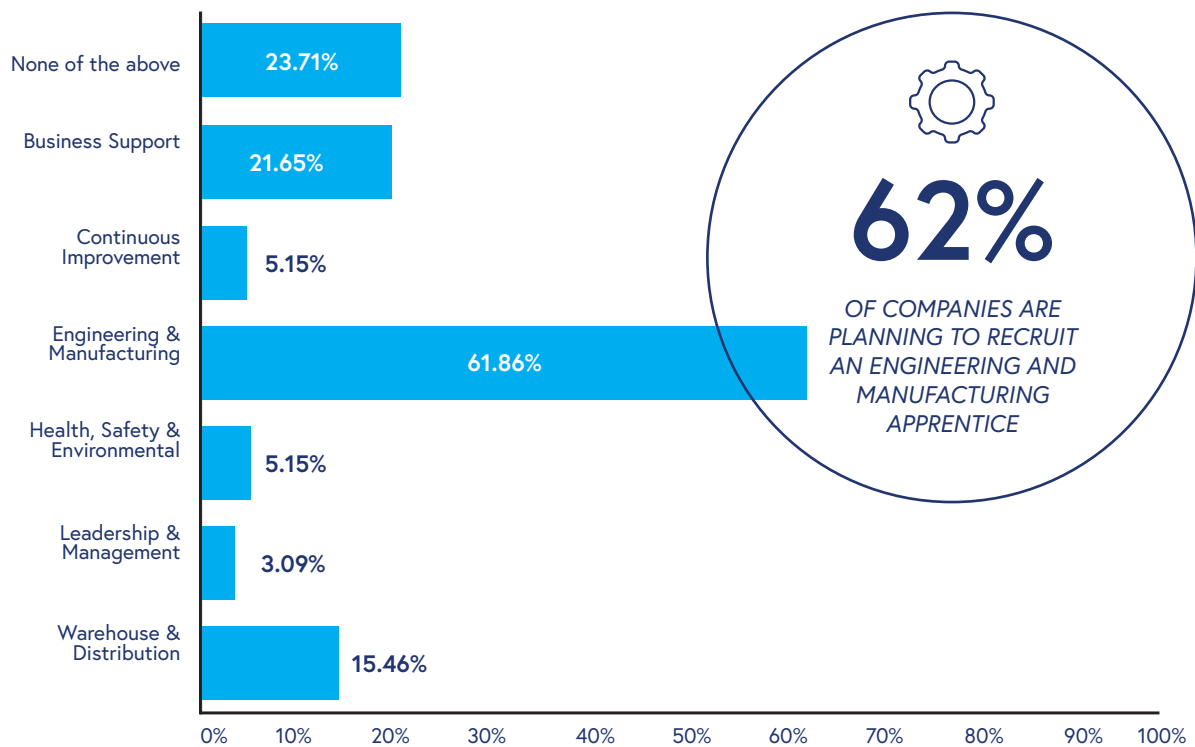
WILL YOU RECRUIT AN  
APPRENTICE OVER THE  
NEXT 12 MONTHS?





## Q 8

IF YOU ANSWERED YES, IN WHICH AREAS OF THE BUSINESS? IF YOU ANSWERED NO, PLEASE SELECT 'NONE OF THE ABOVE'.



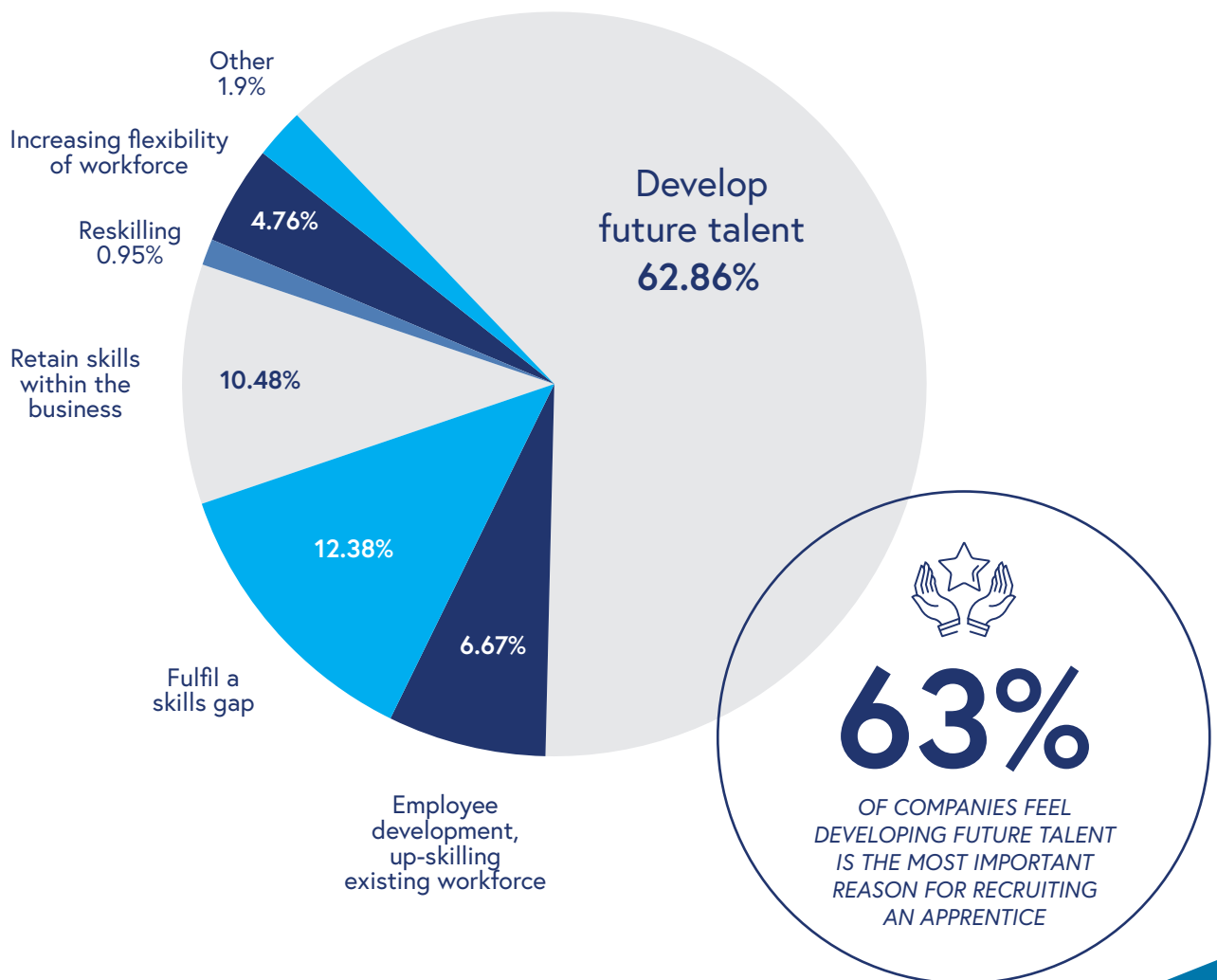
### Compared to 2021

Companies planning to recruit in Engineering & Manufacturing has increased by 22%



## Q 9

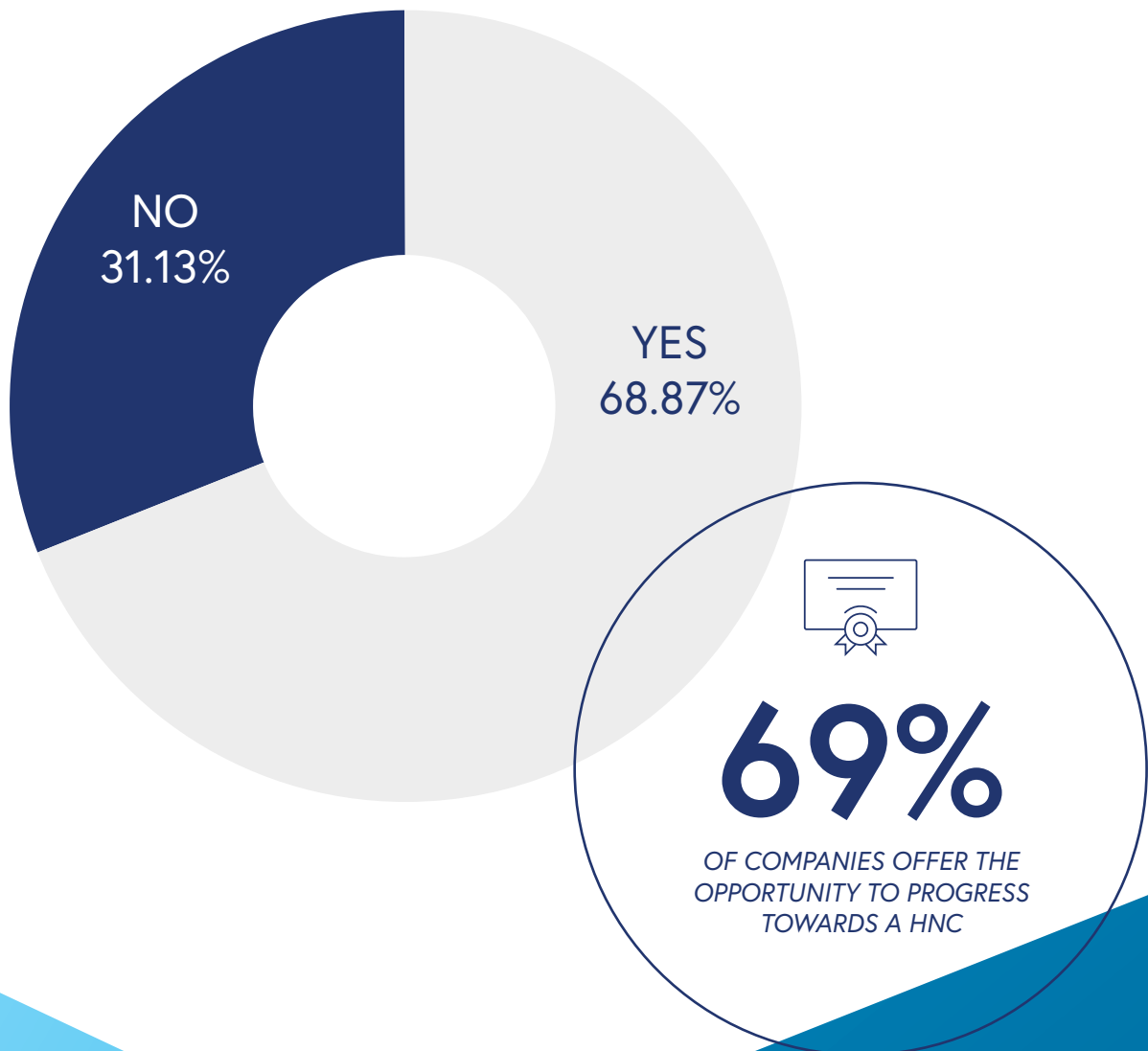
# WHAT IS THE MAIN REASON YOU INVEST IN APPRENTICES?





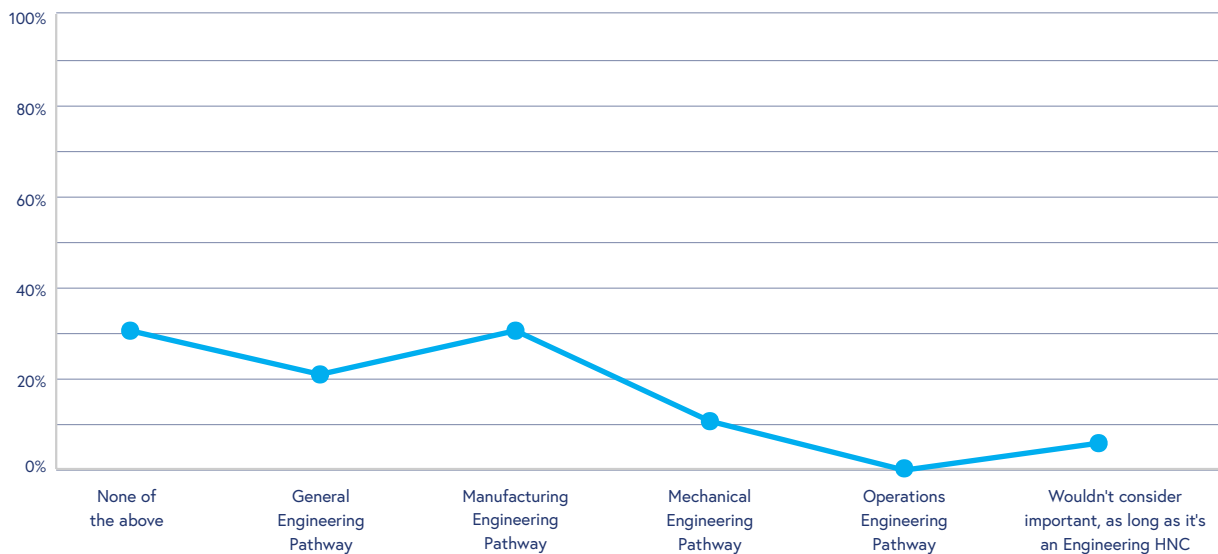

## Q10

DO YOU OFFER YOUR  
APPRENTICES/EMPLOYEES  
THE OPPORTUNITY TO  
PROGRESS TOWARDS A HNC?



# Q11

IF YOU ANSWERED YES TO Q10,  
WHICH PATHWAY BEST SUITS YOUR  
ORGANISATION? (IF YOU ANSWERED NO  
TO Q10 SELECT 'NONE OF THE ABOVE')

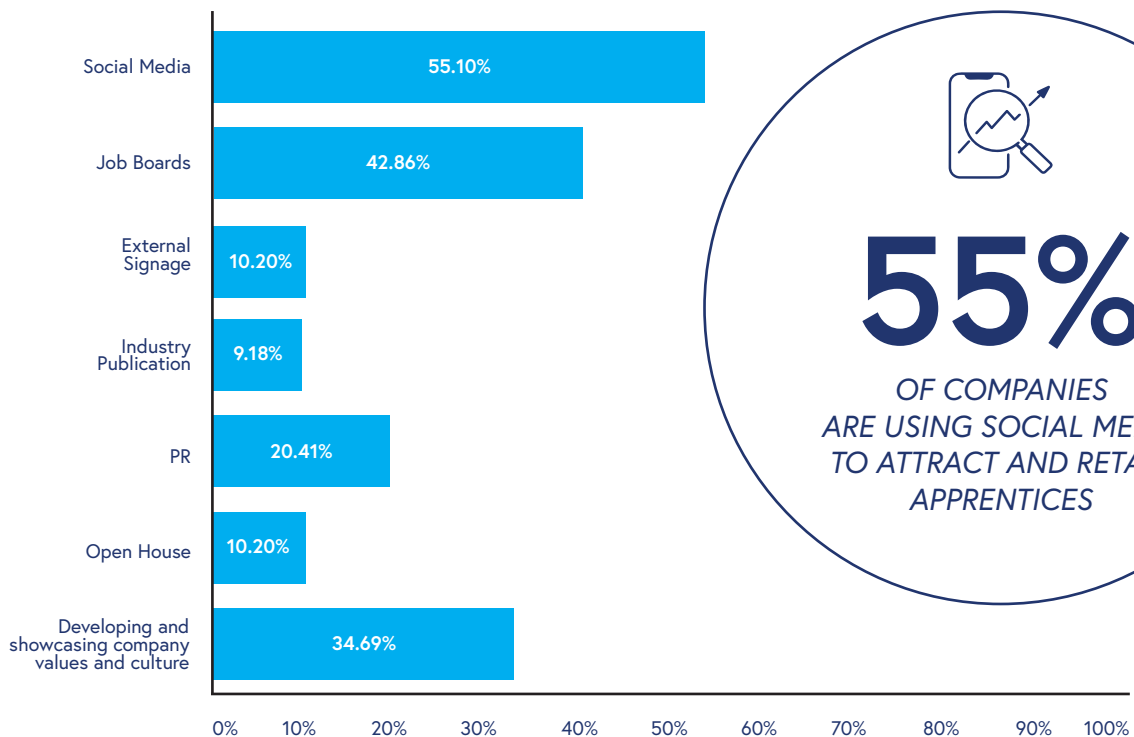
**31%**

OF COMPANIES THOUGHT A  
MANUFACTURING ENGINEERING  
PATHWAY WOULD BE BEST  
SUITED TO THEM



# Q12

## WHAT MARKETING ACTIVITIES ARE YOU DOING TO ATTRACT AND RETAIN APPRENTICES?

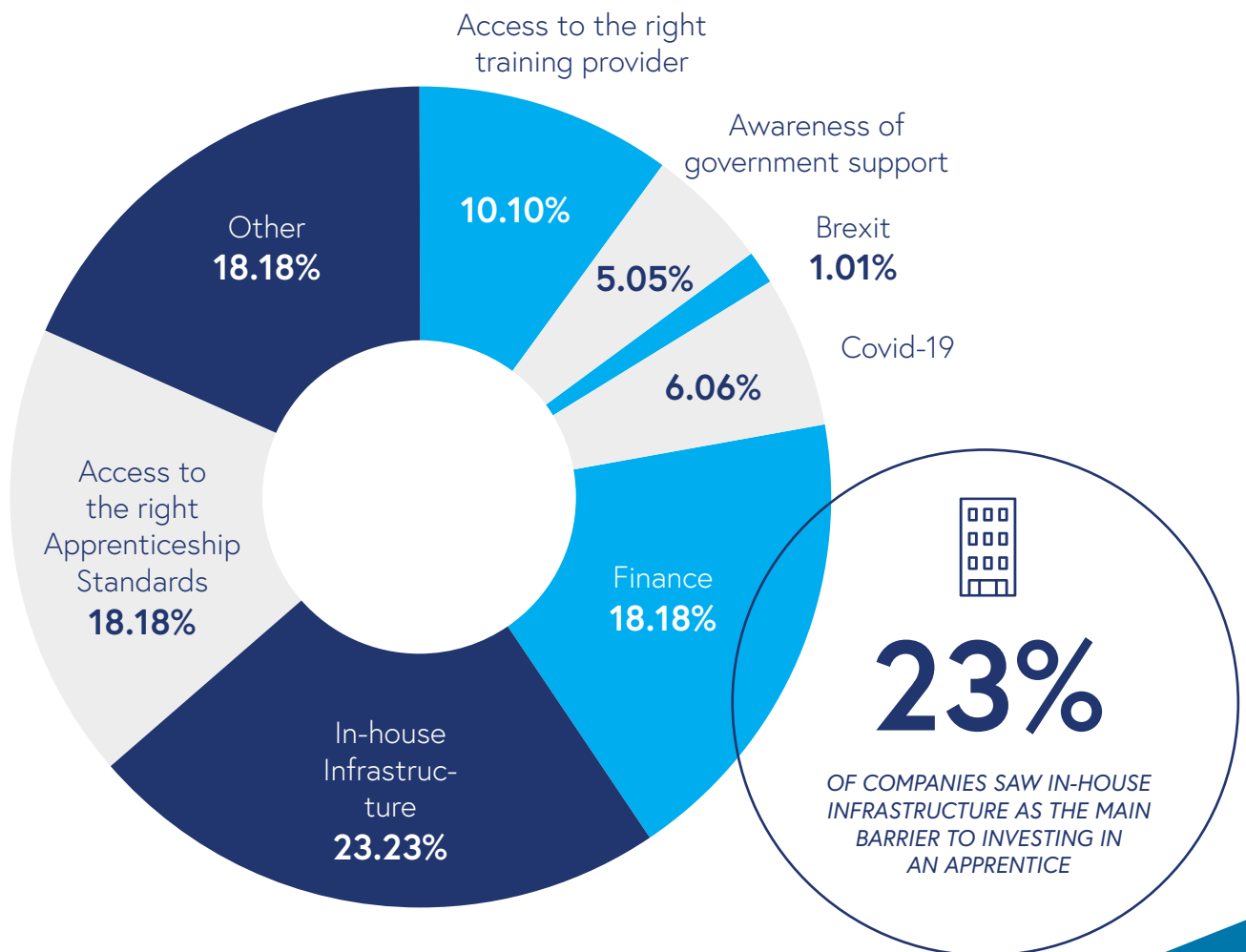






# Q13

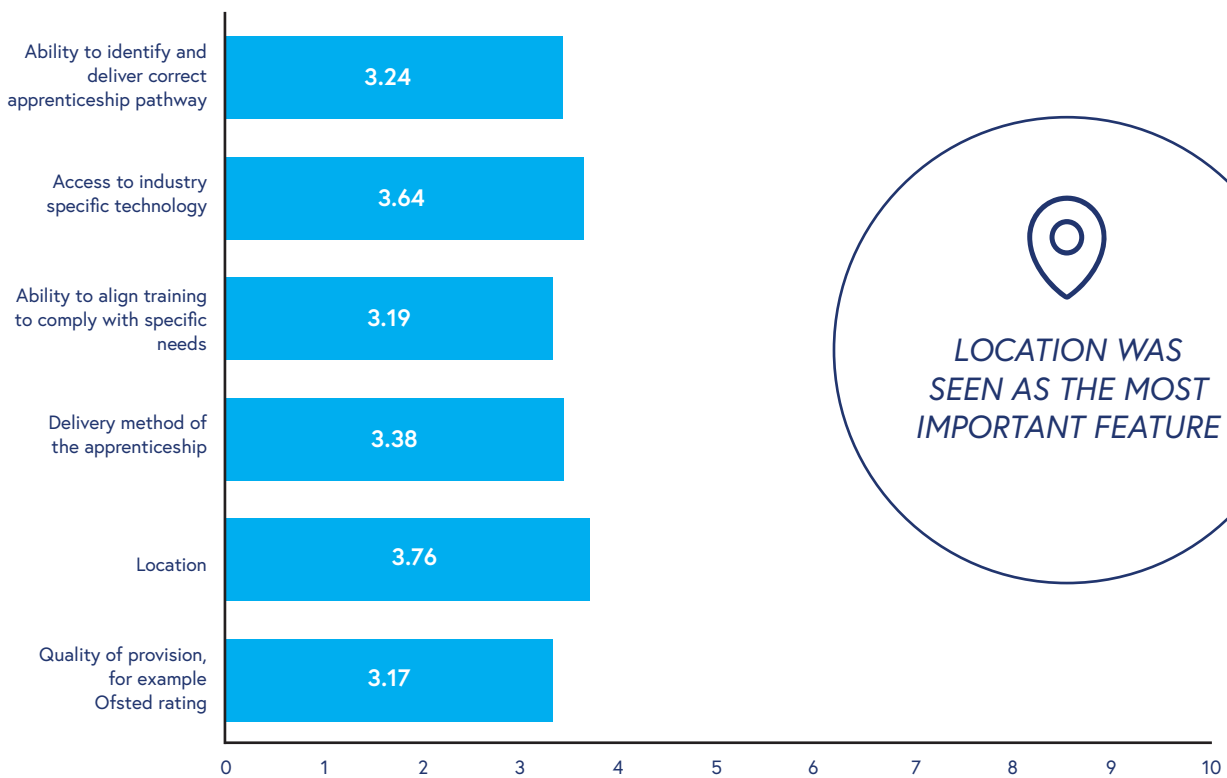
## WHAT ARE THE BARRIERS TO YOU INVESTING IN APPRENTICES?





# Q14

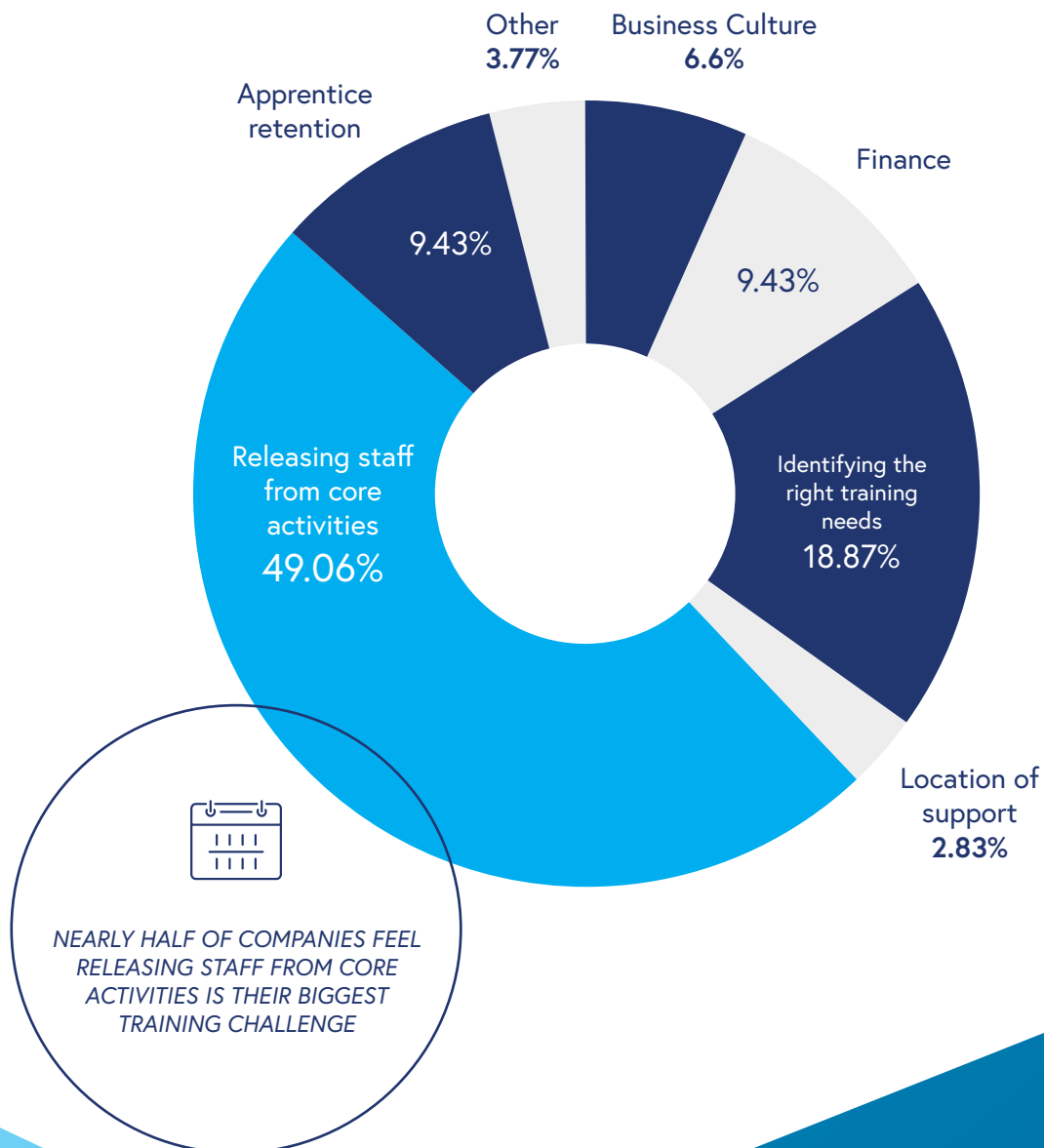
WHAT ARE THE MOST IMPORTANT FEATURES YOU LOOK FOR IN AN APPRENTICESHIP PROVIDER? RANK THEM IN ORDER OF IMPORTANCE (6 BEING MOST IMPORTANT AND 1 LEAST)





# Q15

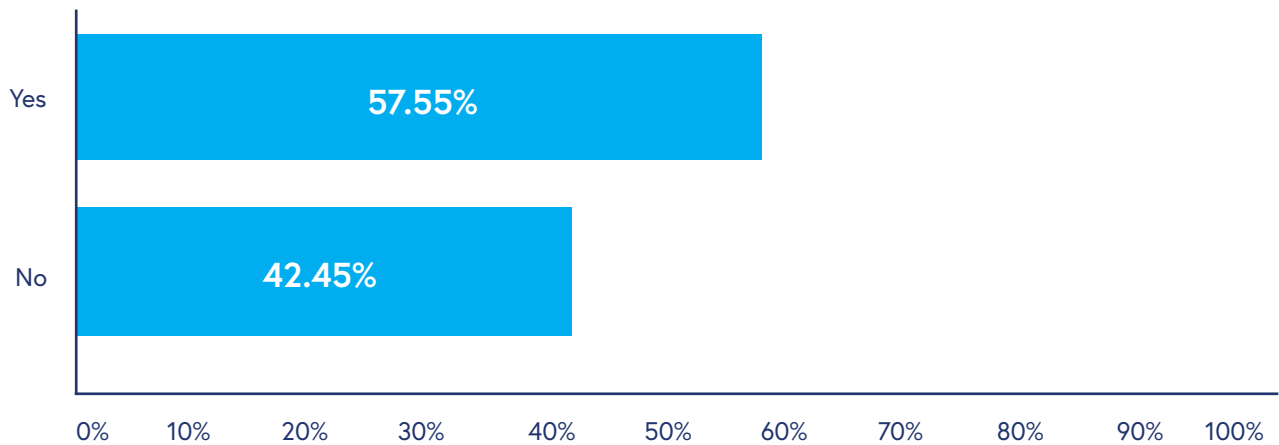
## WHAT ARE YOUR BIGGEST TRAINING CHALLENGES?





## Q16

IS WAGE INFLATION HAVING AN  
IMPACT ON STAFF ATTRACTION  
AND RETENTION?



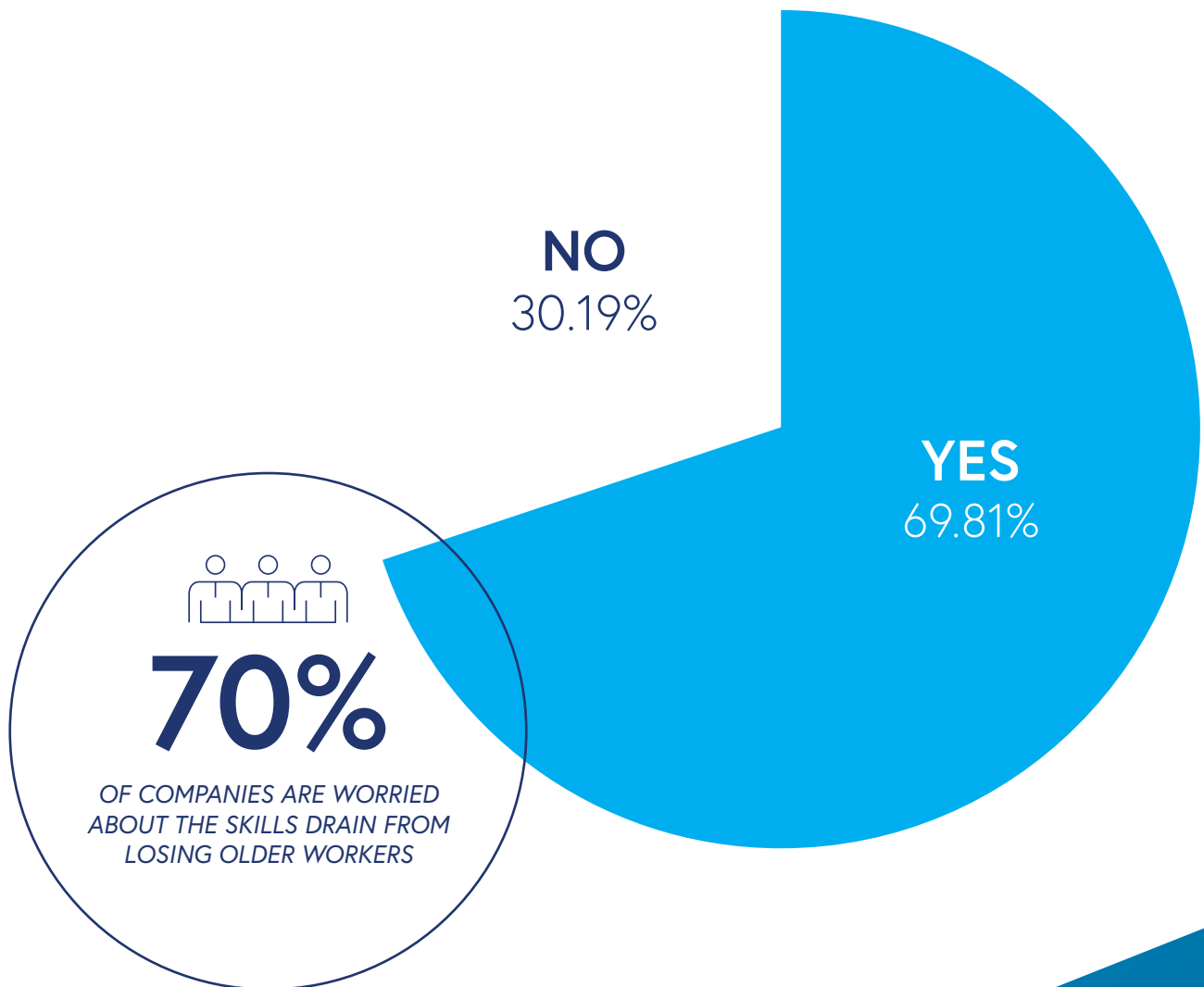
# 58%

OF COMPANIES SAY THAT WAGE  
INFLATION IS HAVING AN IMPACT  
ON STAFF ATTRACTION AND  
RETENTION



## Q17

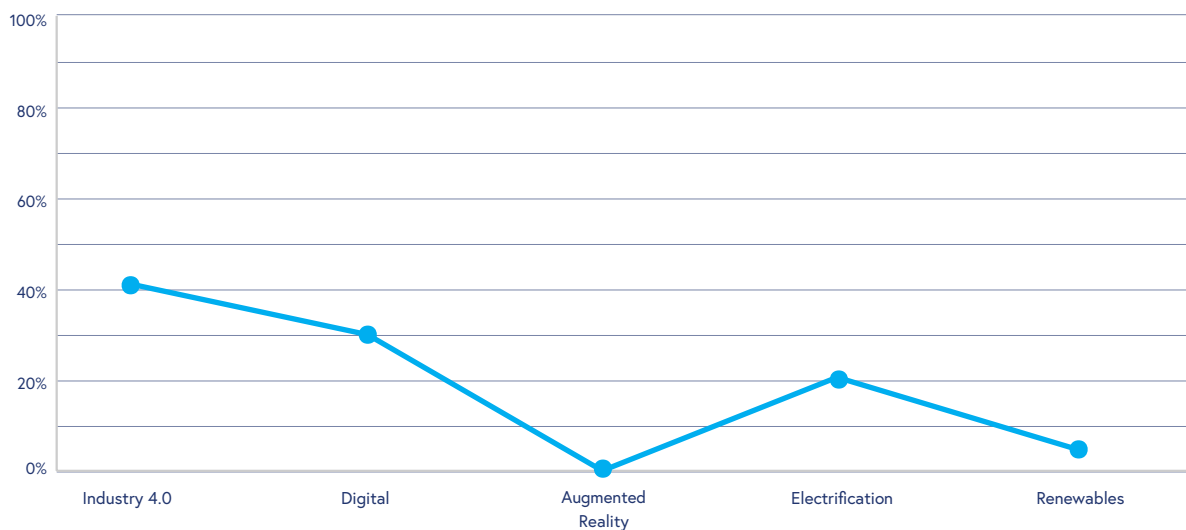
ARE YOU WORRIED ABOUT THE  
SKILLS DRAIN WITH OLDER  
WORKERS RETIRING?





## Q18

TRAINING IS CHANGING ALL OF THE TIME. WHICH OF THE FOLLOWING ARE YOU LOOKING TO TRAIN IN THE NEXT GENERATION?



# 43%

OF COMPANIES ARE  
LOOKING TO TRAIN THE NEXT  
GENERATION IN INDUSTRY 4.0



IN-COMM TRAINING  
BAROMETER 2022

# LEARNERS

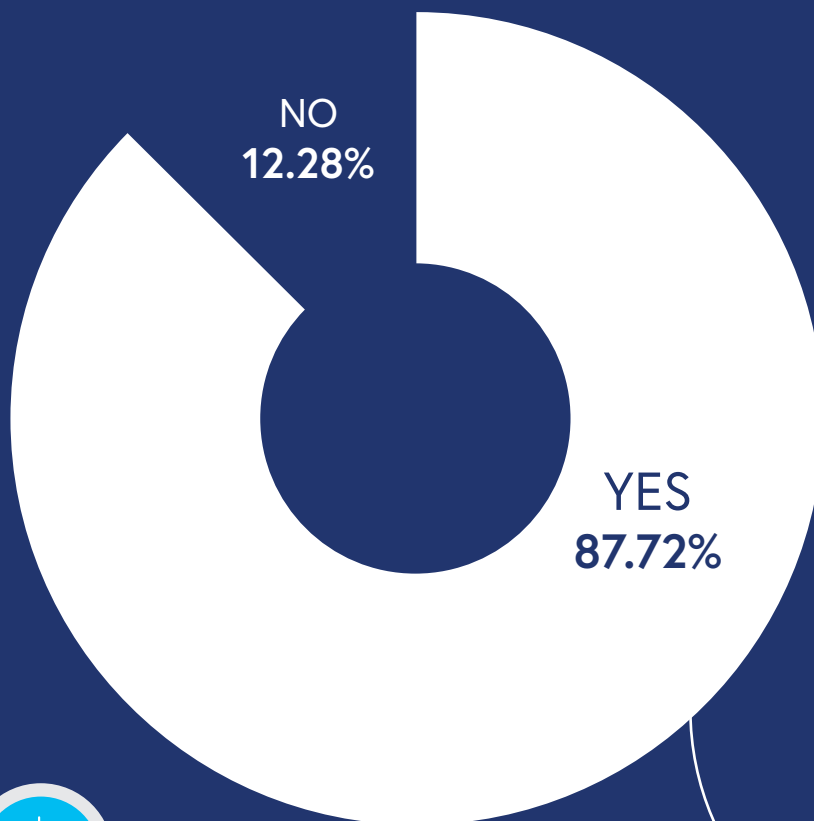
For the second time, we opened up our Training Barometer to secondary schools across the UK to gauge the opinion of pupils on vocational learning and their future career opportunities. In total, 178 students responded.





Q1

# WOULD YOU CONSIDER AN APPRENTICESHIP?



88%

OF LEARNERS SAID THEY  
WOULD CONSIDER AN  
APPRENTICESHIP



### Compared to 2021

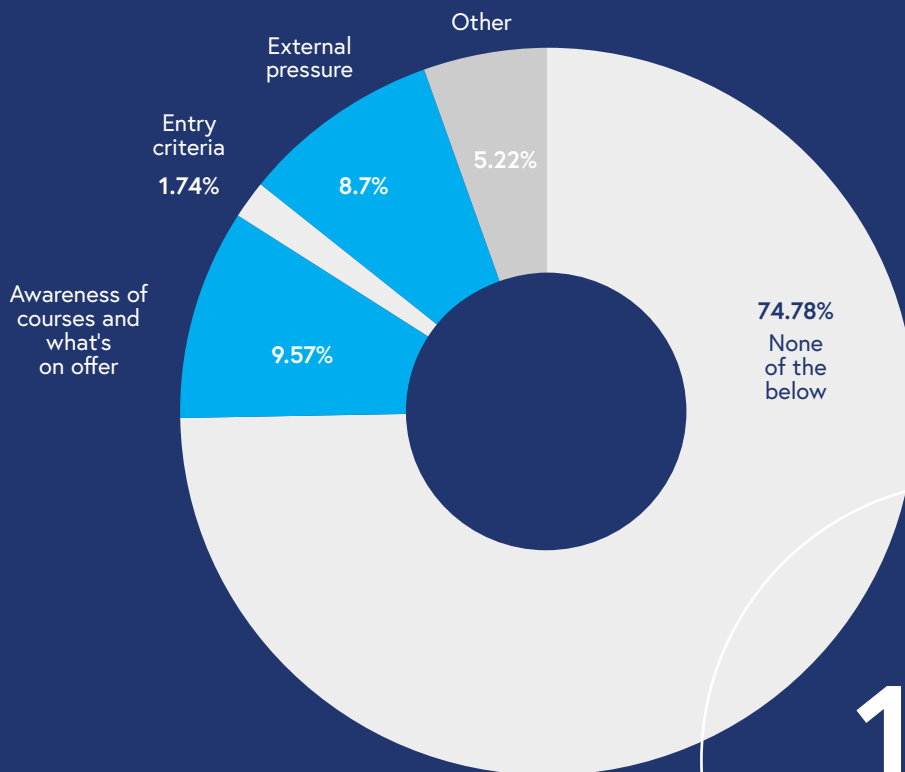
Learners who would consider an apprenticeship has increased by 9%





## Q2

IF YOU ANSWERED YES TO CONSIDERING AN APPRENTICESHIP, PLEASE CLICK 'NONE OF THE BELOW'. IF YOU CLICKED NO, TELL US WHAT IS PREVENTING YOU FROM CHOOSING VOCATIONAL LEARNING?



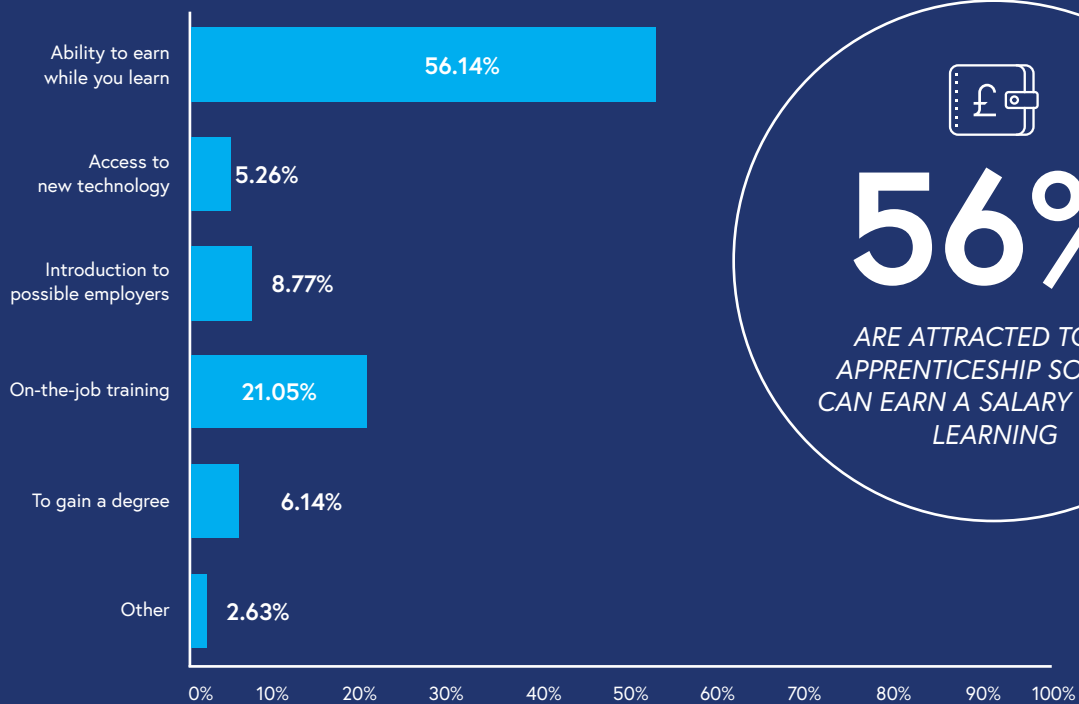
# 10%

SAID THERE WAS A NEED FOR BETTER AWARENESS OF COURSES AND INFORMATION AVAILABLE



## Q 3

# WHAT ATTRACTS YOU TO AN APPRENTICESHIP?

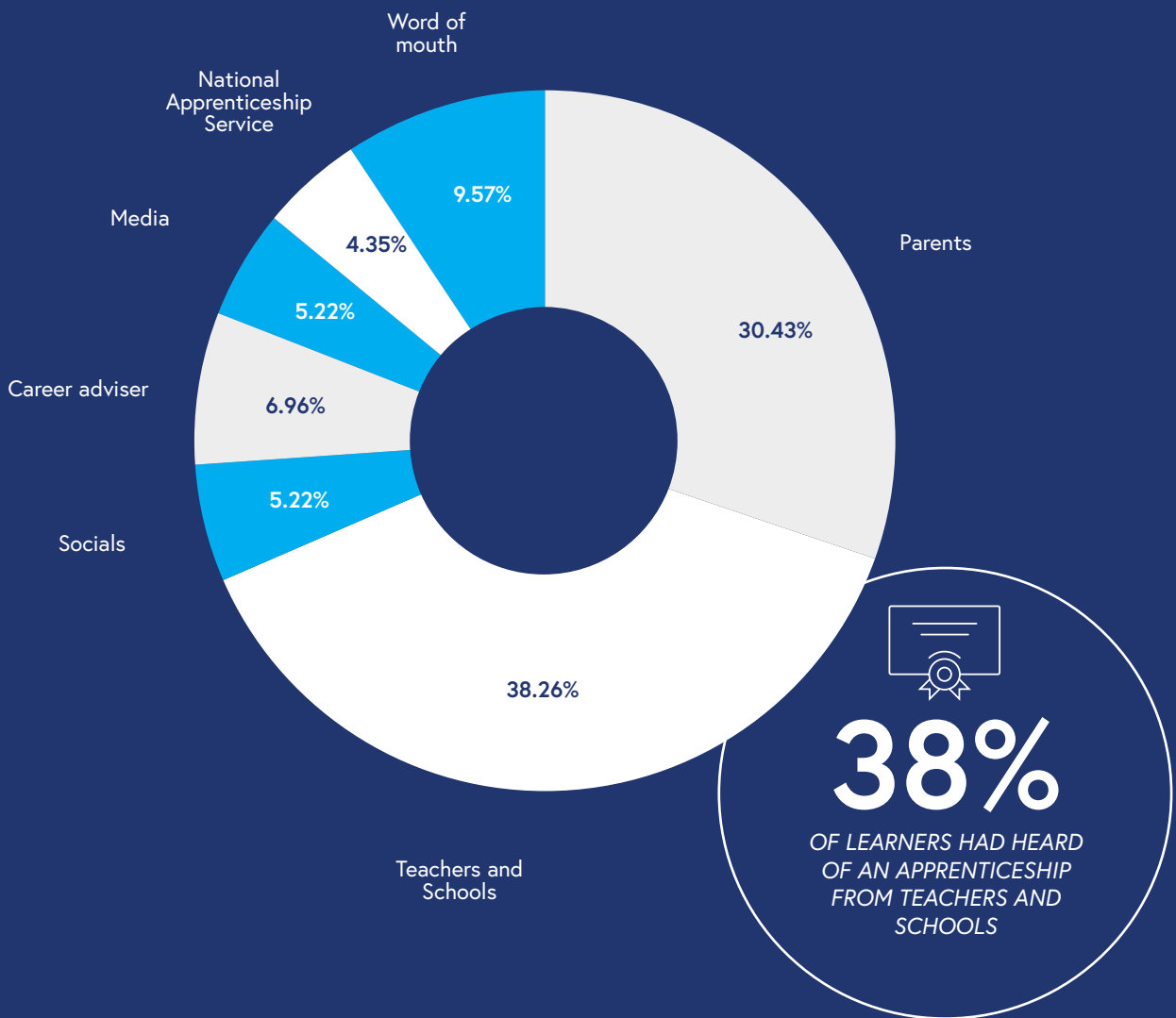


**56%**

ARE ATTRACTED TO AN APPRENTICESHIP SO THEY CAN EARN A SALARY WHILST LEARNING



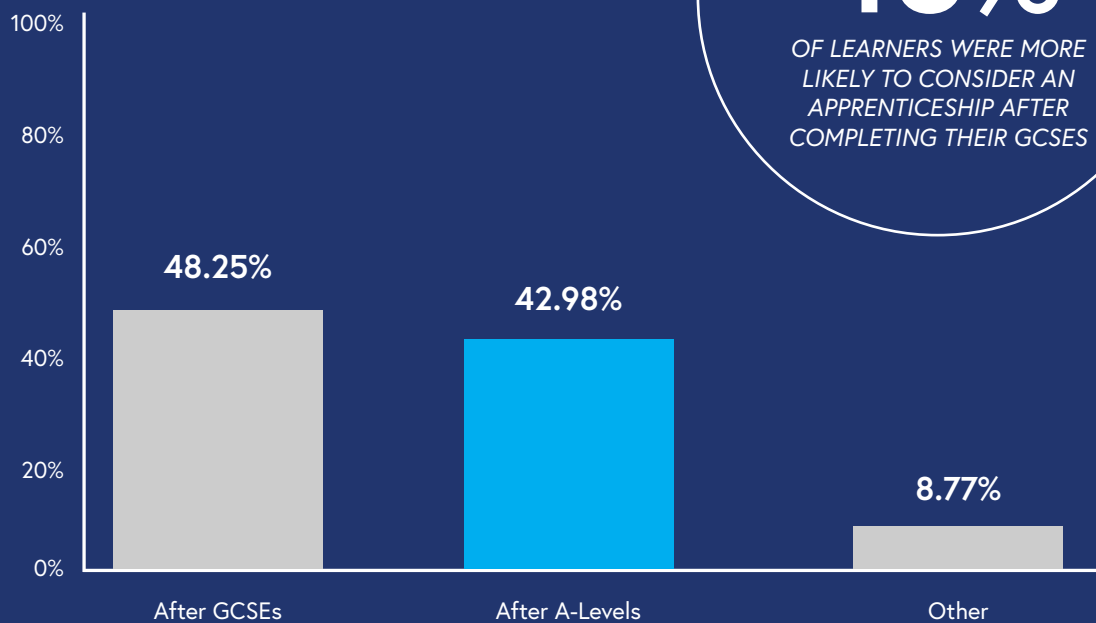
# Q4 IF YOU'VE HEARD OF APPRENTICESHIPS, WHERE DID YOU FIRST HEAR ABOUT THEM?





## Q5

# WHEN WOULD YOU MOST LIKELY CONSIDER TO START AN APPRENTICESHIP?



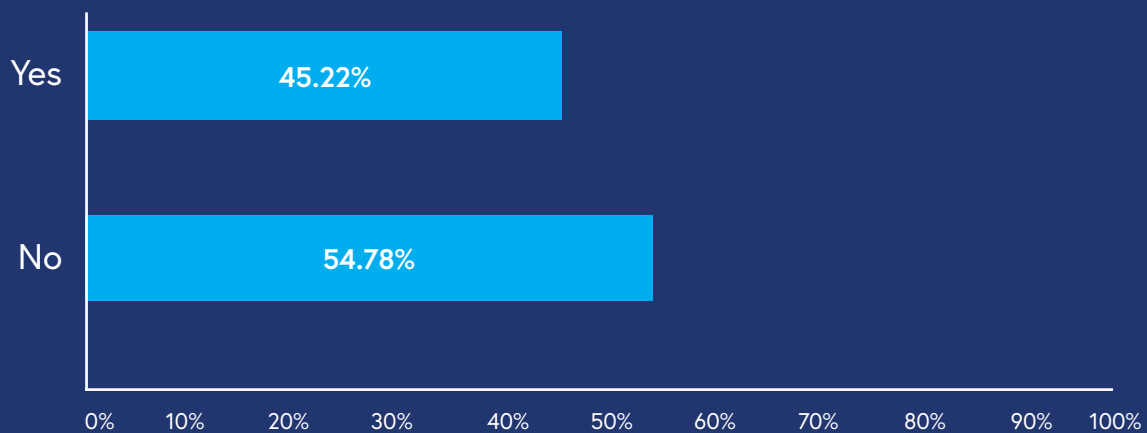
**48%**

OF LEARNERS WERE MORE LIKELY TO CONSIDER AN APPRENTICESHIP AFTER COMPLETING THEIR GCSEs



## Q6

DO YOU SEE AN APPRENTICESHIP  
AS EQUIVALENT TO GOING  
TO UNIVERSITY?



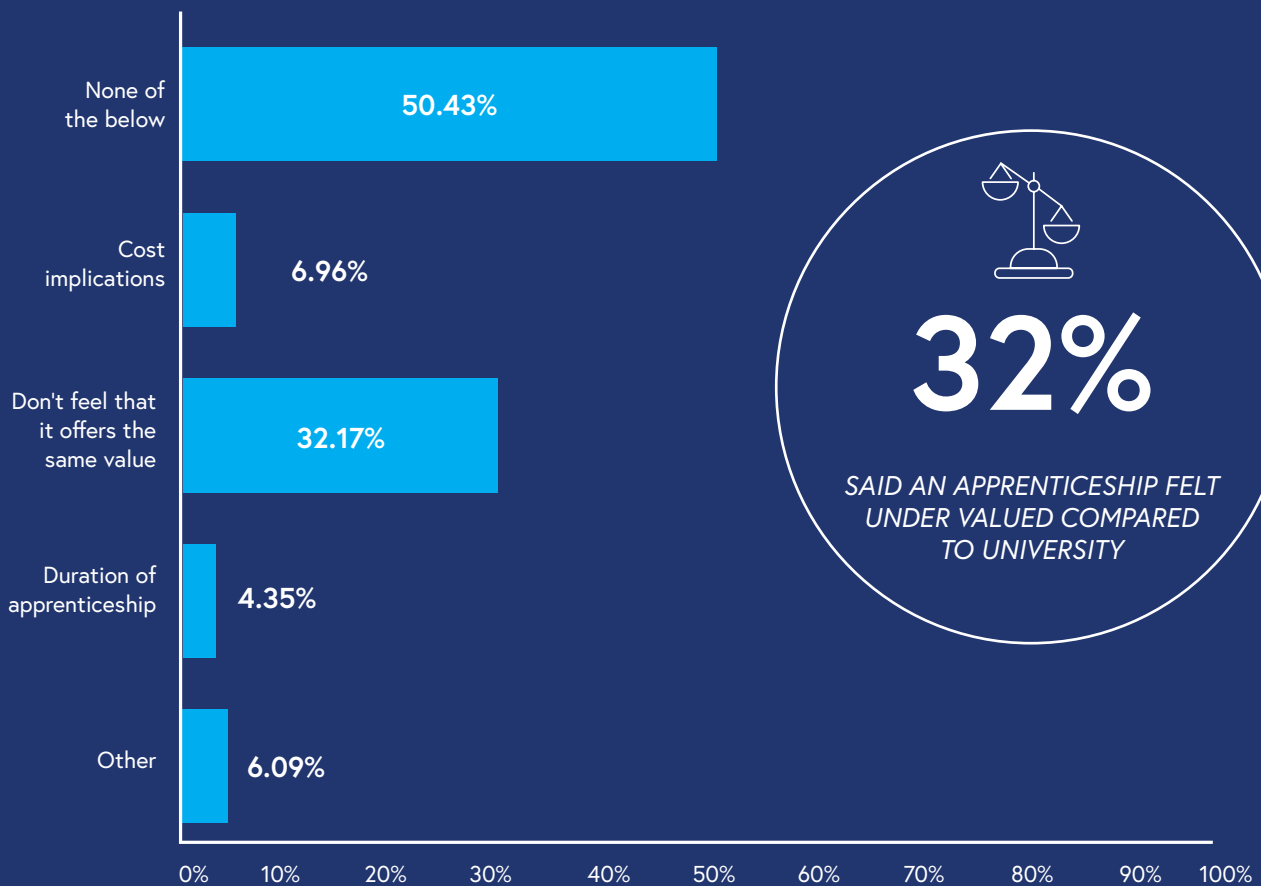
# 45%

OF LEARNERS SEE  
APPRENTICESHIPS AS A VIABLE  
ROUTE TO GAINING A DEGREE



## Q7

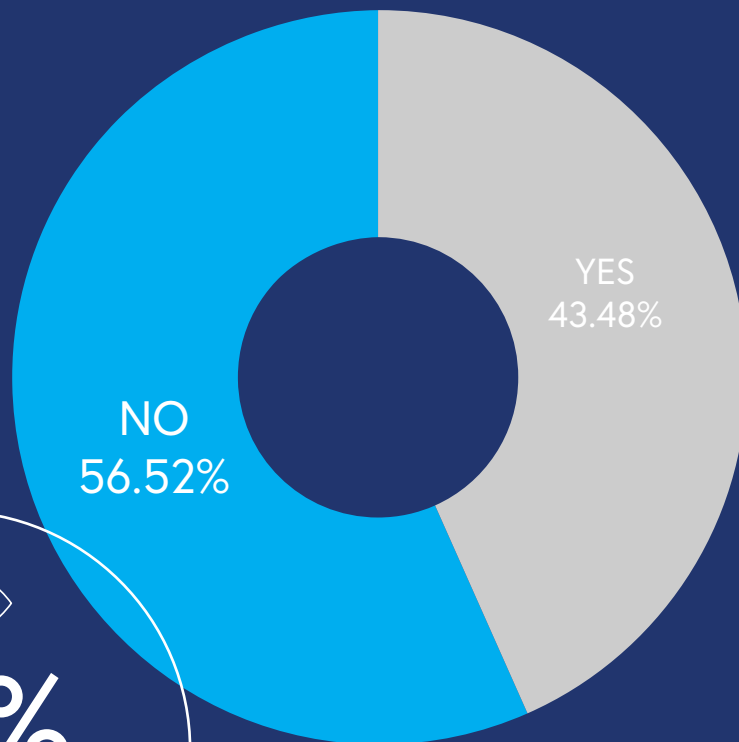
IF YOU ANSWERED YES TO Q6, PLEASE CLICK NONE OF THE BELOW. IF YOU ANSWERED NO, TELL US WHY YOU DON'T FEEL APPRENTICESHIPS ARE AS EQUIVALENT TO GOING TO UNIVERSITY.





## Q 8

# DO YOU KNOW WHERE TO START LOOKING FOR AN APPRENTICESHIP?



# 57%

OF LEARNERS DID NOT  
KNOW WHERE TO START  
LOOKING FOR  
AN APPRENTICESHIP



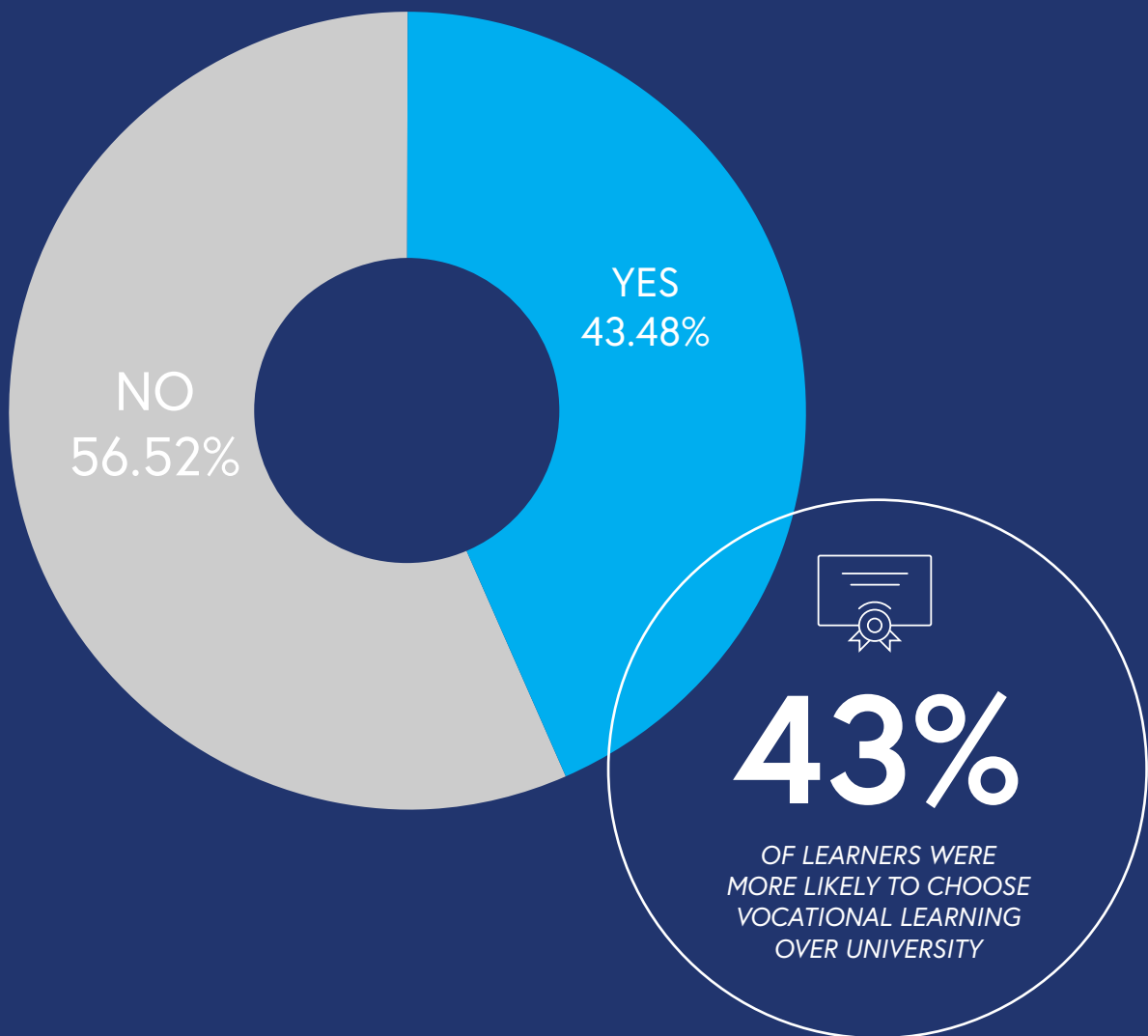
### Compared to 2021

Learners who did not know where to look for an apprenticeship has decreased by 10%



## Q9

HAS THE PANDEMIC MADE YOU MORE LIKELY TO CHOOSE VOCATIONAL LEARNING OVER A UNIVERSITY ROUTE?

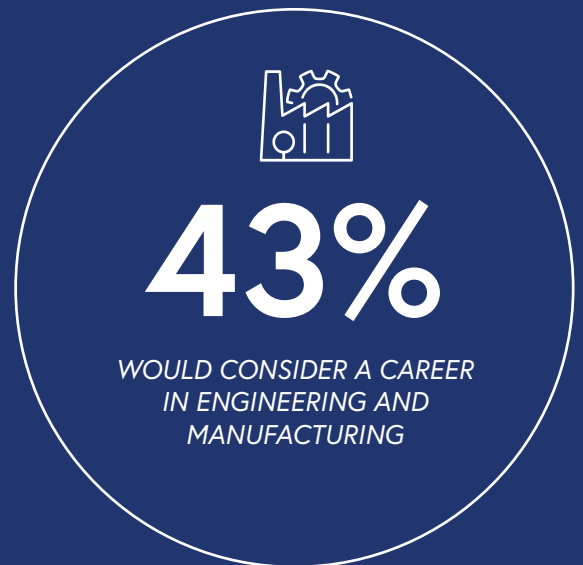
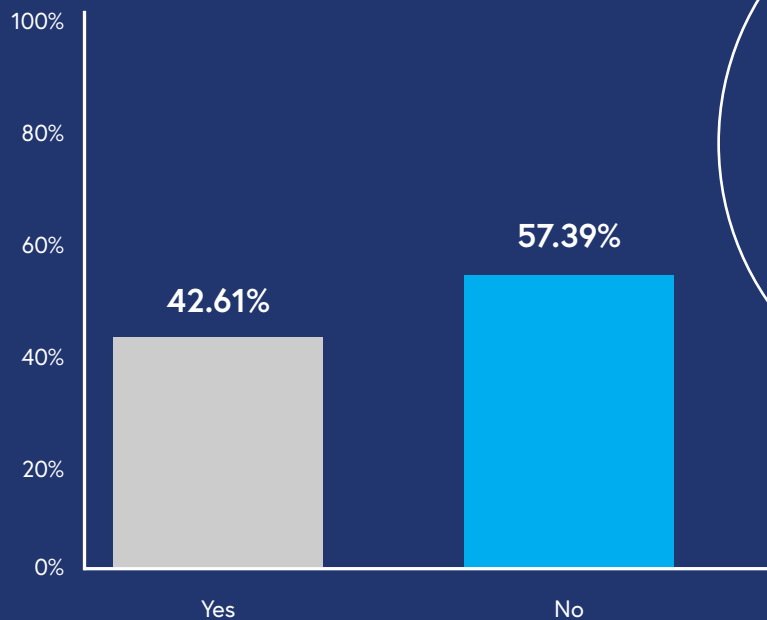






## Q10

### HAVE YOU CONSIDERED A CAREER IN ENGINEERING AND MANUFACTURING?



#### Compared to 2021

Learners who would consider an engineering or manufacturing apprenticeship has increased by 10%