

APPRENTICESHIP MARKET RESEARCH

By understanding the needs of a particular group of employers or potential learners - SupplyTrain helps you corner the market.

There are hundreds of new work-based learning pathways into industries without a history of apprenticeship provision. This means thousands of potential new employer clients for a training provider that understands their sector fully.

At the same time, the UK government has moulded the apprenticeship funding rules to support under-represented groups such as care leavers or those with a disability. Research can help providers specialise in supporting particular groups of people access employment through training.

SupplyTrain's market research helps training organisations understand the demand of particular groups, how that translates financially and where to focus attention to grow.

A CASE STUDY - SPECIALIST AUTISTIC PROVISION

Just 16% of autistic people are in full-time work. As such, SupplyTrain is researching the types of jobs autistic people want and comparing this with the types of employer that give autistic people work experience and the full-time vacancies they offer. This research then provides insight for a provider to develop apprenticeship pathways that lead to full-time work.

SUPPLYTRAIN

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SUPPLYTRAIN
SKILLS THAT WORK

SupplyTrain is a social enterprise committed to supporting the training sector raise the quality and quantity of work-based-learning in England through innovative business and market-led advice.

HOW DOES THIS SERVICE WORK?

- 1 Initial discussion on your aims as a training provider
- 2 Mini-analysis of your internal strengths to support growth
- 3 Clarify the research parameters (e.g. which employers, which learners)
- 4 Research apprenticeship demand in target group
- 5 Compare demand against funding opportunities and cost of delivery
- 6 Initial feedback to your project lead to clarify findings
- 7 Full report written, with costings, on opportunities to support target market