

Nick Linford  
 Managing Director  
 Learning & Skills Events, Consultancy and Training Ltd  
 By email  
 nick.linford@lsect.com

29 June 2011

Dear Mr Linford

**Re: Request for Information ref 24-06-2011**

I refer to your requests for information relating to the Apprenticeship activity undertaken by Elmfield in respect of Wm Morrison Supermarkets PLC.

You asked about the number of Apprenticeship starts by age (16-18, 19-24 and 25+) claimed by Elmfield Training Limited for Morrisons employees (trading name: Wm Morrison Supermarkets PLC) in 2009/10 and so far in the 2010/11 academic year.

For 2009/10 the final data<sup>1</sup> for Wm Morrison Supermarkets PLC is as follows:

Employer Name	16-18	19-24	25+	Total
Wm Morrison Supermarkets Plc	50	250	#	300

# denotes a value of less than 10. Note the totals may not add up to the sum of its constituent parts because of rounding.

You may already be aware that Wm Morrison Supermarkets PLC undertakes a 'whole' company approach to Apprenticeships. This means that any employee working in concessions within Morrisons such as HSBC, McDonalds or certain petrol stations can start an Apprenticeship. The number of starts at the end of 2009/10 for employees within these concessions is also set out below:

Employer Name	16-18	19-24	25+	Total
Range of Morrisons including concessions (HSBC, McDonalds), Petrol stations etc	710	4,270	#	4,980

<sup>1</sup> [Employer Responsive ILR return for 2009/10; E13 final](#)

**Skills Funding Agency**

Cheylesmore House Quinton Road Coventry CV1 2WT  
 T 0845 377 5000 [www.skillsfundingagency.bis.gov.uk](http://www.skillsfundingagency.bis.gov.uk)  
 An agency of the Department for Business, Innovation & Skills

Apprenticeship starts for both Wm Morrison Supermarkets PLC and employees within associated concession for 2010/11<sup>2</sup>

Employer Name	16-18	19-24	25+	Total
Range of Morrisons including concessions (HSBC, McDonalds), Petrol stations etc	260	2,060	16,650	18,970
Wm Morrison Supermarkets Plc	30	160	1,220	1,410
Grand Total	290	2,220	17,870	20,380

You also asked for information relating to the level and frameworks codes which are delivered, and on average over what duration.

There are two frameworks being delivered for Wm Morrison Supermarkets PLC and the associated concessions:

- Retail (Framework code 112 and 443)
- Customer Service (Framework code 263)

Both these frameworks are at Level 2 with the over 99% being delivered in Retail.

The **planned average length of stay**<sup>3</sup> (for all associated concessions) is 56 weeks for Retail and 55 weeks for Customer Service.

So far, taking into account some completers of the Apprenticeship Programme this year, the current actual average length of stay<sup>4</sup> is 28 weeks – Elmfield are expecting this figure to increase as the programme progresses. We are also aware that 75% of the 25+ starts are studying for their first Intermediate Level qualification.

On this occasion we have tried to be as helpful as possible given the tight timescales you are working to. However, I am sure you are aware that Freedom of Information requests are normally subject to a response within a period up to 20 working days turnaround, and we would not wish our response to set a precedent for any future requests.

If you have not been satisfied with the handling of your request, we maintain an internal review procedure in accordance the Freedom of Information Act 2000. Details of the procedure are available on our website at:

<http://skillsfundingagency.bis.gov.uk/aboutus/contactus/complaints/>

If you complain to us and remain dissatisfied with the outcome, you can write to the Information Commissioner's Office (ICO). Full details of the Complaints Procedure are held on the ICO website at:

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<sup>2</sup> [Employer Responsive ILR return for 2010/11; ER10 06/06/11 – three quarters of the academic year](#)

<sup>3</sup> Planned length of stay is based upon the cohort of learners who started in 2010/11. The calculation is based upon the difference between the start date (ILR field A27) and the Planned end date (ILR field A28).

<sup>4</sup> Actual length of stay is based upon the cohort of learners who achieved in 2010/11. The calculation is based upon the difference between the start date (ILR field A27) and the Actual end date (ILR field A31).

<http://www.ico.gov.uk/complaints.aspx>

I hope you find the information helpful and if you require any further information please contact the Skills Funding Agency Press Office in the first instance at:

[PressOffice@skillsfundingagency.bis.gov.uk](mailto:PressOffice@skillsfundingagency.bis.gov.uk)

Yours sincerely

Amanda Green-Webb

Information Rights Manager

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