



**Where  
knowledge**



**meets  
experience**

# Teesside University

## Professional Apprenticeships Strategy

2022-2025

Putting Apprentices  
and Employers First



# Our 10 commitments to Growing Professional Apprenticeships

## 1

---

We will rebrand and launch Teesside University Professional Apprenticeships.

## 2

---

We will focus on opportunities to build our reputation and expand our market share.

## 3

---

We will champion the role of Research and Innovation in creating Industry leading and future focused apprenticeship provision.

## 4

---

We will support businesses to access skills for the future economy.

## 5

---

We will make it easier for businesses to enhance the capability of their people.

## 6

---

We will help businesses to attract and recruit sustainable diverse talent.

## 7

---

We will support under-represented groups to access apprenticeship opportunities.

## 8

---

We will develop programmes which take account of growth in the green economy and wider societal impacts.

## 9

---

We will be seen as a key partner in delivering the government's Degree Apprenticeship aspirations.

## 10

---

We will help build local and national strengths in critical skills development.

# Foreword

The University 2027 strategy sets out our commitment to generating and applying knowledge, which contributes to the economic, social and cultural success of students, partners and the communities we serve.

A new apprenticeship strategy is central to our [Plans](#) to deliver education, enriched by research, innovation and engagement with industry as we work to transform lives and economies. It is in this document that we set out our commitment to be recognised as a flagship apprenticeship provider, delivering clear career pathways and supporting organisations and businesses to maximise the use of the apprenticeship levy, a critical lever for building capacity in key high level skills priority areas and levelling-up.

The Degree and Master's Level Apprenticeship offer has proved a significant success story for Teesside University. Our provision is a critical and significant service to the businesses and organisations we work with. We now have a community of over 2000 apprentices and offer over 23 programmes to over 200 employers. TU apprentices go on to progress in successful careers and in some cases, win national recognition for their achievements.

In 2019, the University's level 5 apprenticeship provision was rated as outstanding by Ofsted, from leadership and management to learner outcomes. Our new strategy sets out our continued commitment to putting quality, governance, leadership and resilience at the heart, providing the strong foundations on which we will grow and expand our offer.

Partners and stakeholders will be critical to delivering our strategic ambitions and will have clear responsibilities and accountabilities to operationalise this strategy to achieve shared objectives. As a key driver of the universities enterprise and knowledge exchange engine, we will convene internal stakeholders, Teesside University College Partnership, Industry representative bodies and regional and national government eco-system as partners in our mission.

To celebrate and acknowledge the significant high levels of education, training and dedication required to complete and achieve full occupational competency, we have taken the decision to use the term Professional Apprenticeships to describe Teesside University provision. We believe this is a fitting description which exemplifies the professional nature of each programme and the achievements of every apprentice who graduates.

The benefits of apprenticeships are great for industry and businesses of all sizes and for the opportunities they offer for people to progress and achieve in their careers. This strategy will help us connect to the opportunity and the growing demand in the UK.

## Jo Burgess

Director of Professional Apprenticeships



**AMBITION  
DELIVERED  
TODAY**

# Part 1:

## Degree Apprenticeships in Context Today

Degree apprenticeships were established in 2015 as a powerful combination of study and on the job learning. This learning pathway has a number of advantages:

Apprentices are earning while learning and gaining relevant work experience; Employers benefit from co-designing courses to meet their skills shortages and by the creation of a pool of work-ready future employees.

<sup>1</sup>Social Impact is key: Degree Apprenticeships can act as a fast-track ladder for social mobility. For many existing employees, leaving work to study for a degree would not be an option. Apprenticeships provide an option for those who would not have chosen a traditional degree, their uptake has been rapid, boosting earnings and occupational mobility opportunities. They are also benefiting employers by growing talent and reducing skills shortages.

2017 saw the introduction of the Apprenticeship levy. This new policy was introduced and explained in terms of the need to ensure employers invested in workforce development and talent, so they have the skills they needed to make business more productive. Since Degree Apprenticeships relate to higher skilled occupations, evidence indicates Degree and Higher-Level apprenticeships will have the biggest impact on productivity and a huge part to play in tackling skills needs, both at the regional and national level.

1. [https://uvac.ac.uk/wp-content/uploads/2020/09/UVAC-SocialMobility\\_PostCovid-29sep2020.pdf](https://uvac.ac.uk/wp-content/uploads/2020/09/UVAC-SocialMobility_PostCovid-29sep2020.pdf)



## Part 2:

# Vision and Mission

### Vision

Teesside University will be a flagship provider of Professional Apprenticeships with a reputation for academic excellence, informed by Industry that provides an outstanding learning experience, which puts the needs of apprentices first.

### Mission

Our mission is to work with Industry partners to create inclusive learning pathways to high skilled jobs and career opportunities. We will build comprehensive innovative apprenticeships, collaborating with business, to ensure people are equipped with the knowledge and experiences they need to become future industry leaders and highly skilled experts in their field.

## Strategy at a glance

### Professional apprenticeships strategy - how it all fits together

Our Vision & mission			
<p><b>Vision</b> Teesside University will be a flagship provider of Professional Apprenticeships with a reputation for academic excellence informed by Industry that provides an outstanding learning experience which puts apprentices and their employers first</p> <p><b>Mission</b> Our mission is to work with Industry partners to create Inclusive learning pathways to high skilled jobs and career opportunities. We will build comprehensive Innovative apprenticeships, collaborating with business, to ensure people are equipped with the knowledge and experiences they need to become future industry leaders and highly skilled experts in their field</p>			
<p><b>Our Strong Foundations</b> – we will embed these foundations across all our work, to drive change and create the conditions for an outstanding Apprenticeship Offer</p>			
QUALITY	GOVERNANCE AND LEADERSHIP	RESILIENCE	
<p><b>Strategic Objectives:</b> The framework for how we will achieve our vision &amp; mission</p>			
<p><b>Apprentice First</b> Teesside University will put the needs and experience of the apprentice front and centre, enabling Apprentices to graduate with the skills and knowledge to forge exceptional future careers</p>	<p><b>Employer Centred</b> Apprenticeships are driven by strong employer engagement, relationship building and creation of value proposition. Programmes and services will be developed with a specific focus on meeting their combined needs.</p>	<p><b>Innovation &amp; Thought Leadership</b> We aim to be a leading brand ambassador and international advocate for professional apprenticeships. Our programmes will be underpinned by best practice in work-integrated learning, informed by Teesside University Future Facing learning Strategies</p>	<p><b>Social Mission</b> We will work with partners and stakeholders to support an apprenticeship system that delivers for high-level skills, social mobility and contributes to green economic growth.</p>

## Part 3:

# Strategic Pillars

### Pillar 1: Apprentice First Principles:

#### Aim

Teesside University will put apprentice experience and successful outcomes at the heart of our service. We will provide every TU Professional Apprentice with the opportunity and support to graduate with the skills and knowledge required to achieve successful outcomes, make a significant contribution to their workplace and enjoy fulfilling future careers of their choice.

#### Strategic Objectives

##### To achieve this, we will:

- > Develop complimentary professional development opportunities to enhance the experience and capability of every apprentice and employer.
- > Promote positive career management through a clearly defined careers information, advice and guidance offer in partnership with Student Futures.
- > Review our approach to graduation and enhancement activities, including the introduction of an annual apprenticeship celebration.
- > Introduce a cross University Apprentice Forum.

### Pillar 2: Employer Centered

#### Aim

We will help employers and industry to tackle the core skills and recruitment challenges by providing compelling professional apprenticeship programmes and services to meet their needs.

#### Strategic Objectives

##### To achieve this, we will:

- > Use insights from Industry and employers to inform the design and development of apprenticeship provision.
- > Facilitate opportunities for employers to showcase and celebrate their apprenticeships, providing a platform to articulate the return on investment and business impact.
- > Provide pro-active and responsive account management to all apprenticeship employers', helping to navigate and benefit from the range of university services, including access to talent and commercial CPD.
- > Establish a new cross industry employers forum to establish a business-lead approach to continuous development and improvement.

### Pillar 3: Innovation and Thought Leadership

#### Aim

We will inspire, involve and enable more businesses and people to engage with apprenticeships through uniting stakeholders with a shared mission.

#### Strategic Objectives

##### To achieve this, we will:

- > Communicate and publish regular insights, case studies and research promoting the economic and societal benefits of apprenticeships and investment in skills.
- > Ensure provision is future facing by highlighting the role of research & innovation in supporting apprenticeship curriculum development.
- > Work with Government, Higher Education, Further Education Partners, schools, regional bodies, centres of innovation and aligned strategic partners to share insights, research and good practice to raise awareness and boost Teesside University's reputation in the sector.

### Pillar 4: Social Mission

#### Aim

We will help businesses to build and secure a more diverse pipeline of talent for the future.

#### Strategic Objectives

##### To achieve this, we will:

- > Develop initiatives to support employers to attract and retain diverse talent, helping to deliver greater social and business impact.
- > Increase opportunities for people from all backgrounds to engage and access apprenticeships by developing innovative and flexible modes of delivery.
- > Take a leadership role in building national and regional awareness campaigns to promote the benefits and opportunities delivered through Professional Apprenticeships.
- > Lead on the development and promotion of apprenticeship progression pathways.
- > Use relevant equalities data to monitor and review approach to widening access, recruitment admissions, transitions, retention, attainment, student experience and support.

# Part 4: Strong Foundations

We will secure sustainable growth of Teesside University Professional Apprenticeships by building on strong foundations of Quality, Governance and Resilience.

QUALITY	GOVERNANCE AND LEADERSHIP	RESILIENCE
<p>Those undertaking Professional Apprenticeships will have confidence that the skills they are learning will help them succeed, progress and thrive.</p> <p>Employers will see the bottom-line return of a workforce with the right knowledge, skills and behaviours.</p>	<p>Our governance structures will ensure quality education and training for all Professional Apprentices and compliance with funders and regulators.</p>	<p>Teesside University Professional Apprenticeships will be focused on delivering the higher-level workforce skills needs to drive economic growth both regionally and nationally.</p>

