



Heather Davidson
Head of Apprenticeships
Medr
2 Capital Quarter
Tyndall Street
CARDIFF
CF10 4BZ
(Sent via email)

14 November 2025

Dear Heather,

Re: Apprenticeship Programme in Wales: Consultation

We would like to take this opportunity to thank you and Harriet for the time you recently dedicated to engaging with the Cross-Party Group on Apprenticeships. Feedback from members has been overwhelmingly positive, with many expressing that they found the meeting both valuable and genuinely engaging. Thank you once again for your contribution.

We are now writing to outline the position of the Cross-Party Group following the discussion, with the hope that our input will be considered as part of your current consultation.

Flexibility and Responsiveness

Members strongly believe that flexibility and responsiveness must be central to the future apprenticeship programme. It is essential that the programme can adapt to evolving labour market demands, emerging skills needs, and regional and sectoral variations. However, concerns were raised regarding the slow pace of reviews for apprenticeship frameworks and the qualifications that underpin them. Members feel that this issue can only be addressed through the allocation of additional resources.

Inclusivity

To ensure the programme remains inclusive, members advocate for the continuation of an all-age approach. There is concern, however, about the limited availability of impartial careers information, advice, and guidance. Members believe that improving this provision is key to addressing under-representation and ensuring equitable access to apprenticeships across all communities.

Employer Engagement

Members recognise that a successful apprenticeship programme depends on strong employer involvement, particularly from micro, small, and medium-sized enterprises. To support this, they propose the establishment of an effective employer brokerage service to function as a central point of contact for all employer enquiries. When combined with appropriate wage subsidies and incentives, such a service could help connect employers with prospective apprentices more efficiently.

Awareness Raising and Promotion

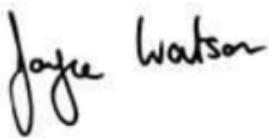
To drive greater engagement, members recommend sustained awareness campaigns aimed at both individuals and employers. These campaigns should continue until there is a significant shift in the perception of apprenticeships as a valuable and respected pathway to success.

Data and Evidence

Finally, members emphasise the importance of robust data in shaping policy and programme design. They advocate for improved tracking of learner progression and destinations for up to three years post-completion. This data will be vital in assessing the impact of the programme and informing future provision.

We hope these reflections are helpful and that they will be considered as you move forward with the consultation process.

Yours sincerely,



Joyce Watson MS
Co-chair of the CPG on Apprenticeships



Luke Fletcher MS
Co-chair of the CPG on Apprenticeships

Copy to:

Rhian Edwards, Executive Director of Policy, Medr
Harriet Barnes, Director of Research, Innovation and Skills, Medr
Neil Surman, Deputy Director – Skills, Welsh Government
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