



INSIGHT U
University Apprenticeship Insight Tool

Apprenticeship insight to explore demand, understand competition and identify growth.

Review your position, compare provider activity and identify opportunities to grow your apprenticeship offer.

Detailed local, regional and national intelligence to support more confident, evidence-led planning.



WHAT INSIGHT U HELPS UNIVERSITIES DO

Local Market Insight

Understand market position and reach.



Growth Opportunity Analysis

Identify areas of demand and growth.



Competition and Provider Analysis

Assess provider activity, quality and market position.



Market Intelligence

Explore delivery by geography, sector and standard.



LMI and Community Insight

Align provision with skills priorities and local need.



Evidence-Led Planning

Inform strategy and curriculum decisions.





Local Market Insight

Understand your position in the local apprenticeship market

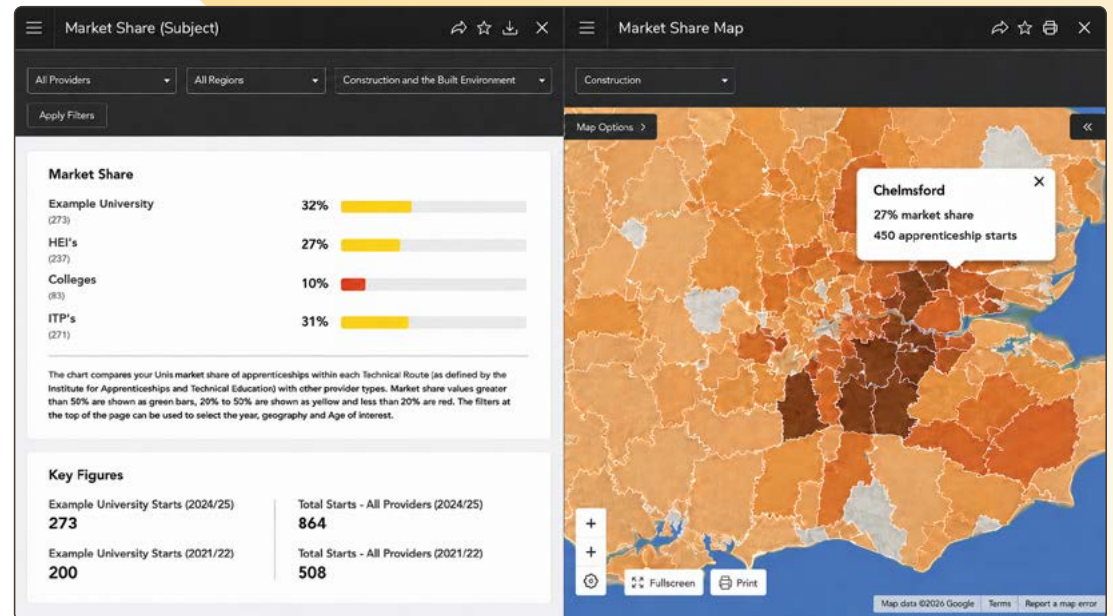


InsightU shows where you are active, how your position is changing, and how your delivery compares with demand and competitors.

It brings together analysis of provision, market share and geographic reach to highlight strengths and areas for development.

Includes:

- > **Delivery profile and market share trends**
- > **Analysis by route, level and standard**
- > **Local provider and competitor landscape**
- > **Provider type comparisons**
- > **Maps of demand, activity and market share**
- > **Regional and district-level insight**





Growth Opportunity Analysis

Identify where future opportunities may exist

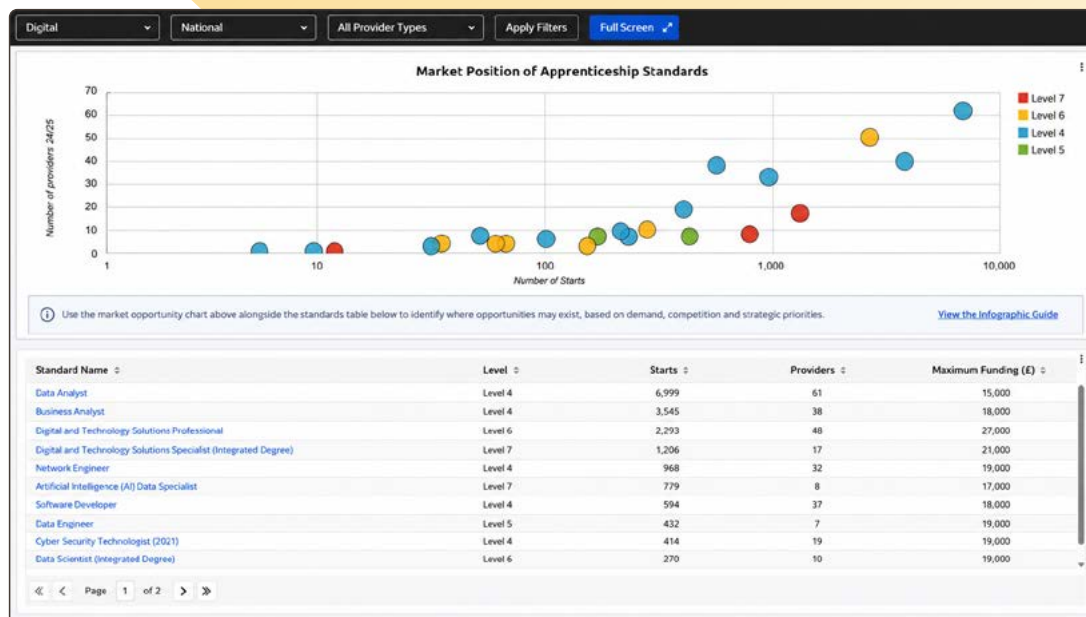


InsightU highlights where demand is large, growing or changing, and where competition is stronger or weaker.

It supports targeted planning by bringing together demand, competition and emerging apprenticeship activity.

Includes:

- > **Market opportunity analysis**
- > **Competition analysis by route and provider type**
- > **Skills supply vs demand**
- > **New and emerging standards**
- > **Monthly starts and trend data**





Competition and Provider Analysis

Understand the provider landscape and your position within it

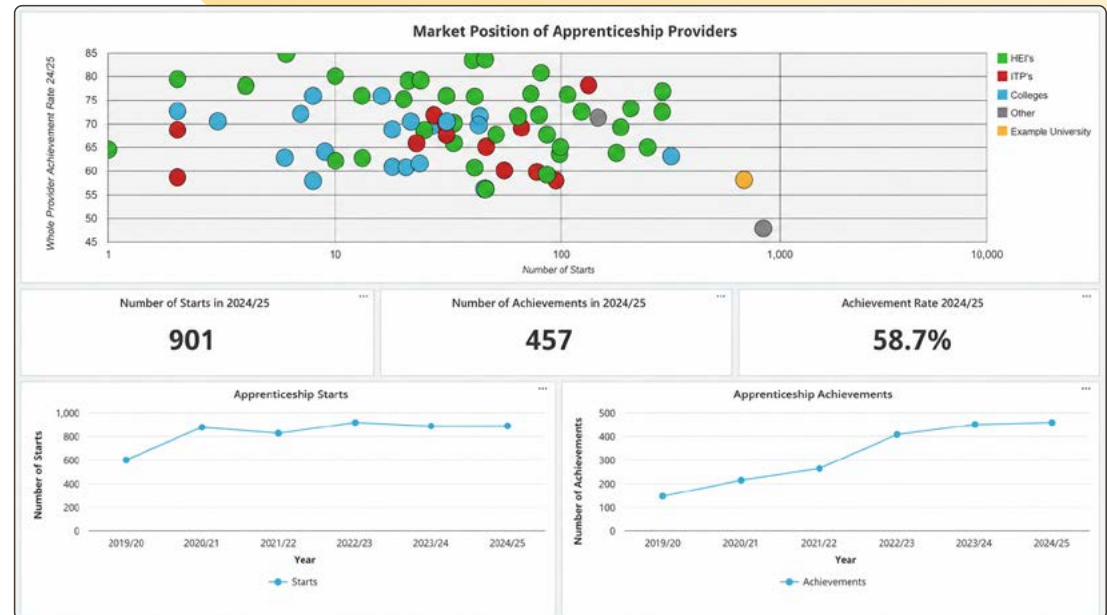


InsightU helps you analyse the apprenticeship market across HEIs, ITPs, colleges and other providers.

It shows who is active, what they deliver, how large they are, and how their position is changing.

Includes:

- > **Provider and competitor analysis**
- > **Breakdown by type, geography and route**
- > **In-year and full-year data**
- > **Quality and achievement indicators**
- > **Growth and market position trends**
- > **Provider profiles and delivery patterns**
- > **District-level delivery maps**





Market Intelligence

Explore apprenticeship delivery by geography, sector and standard

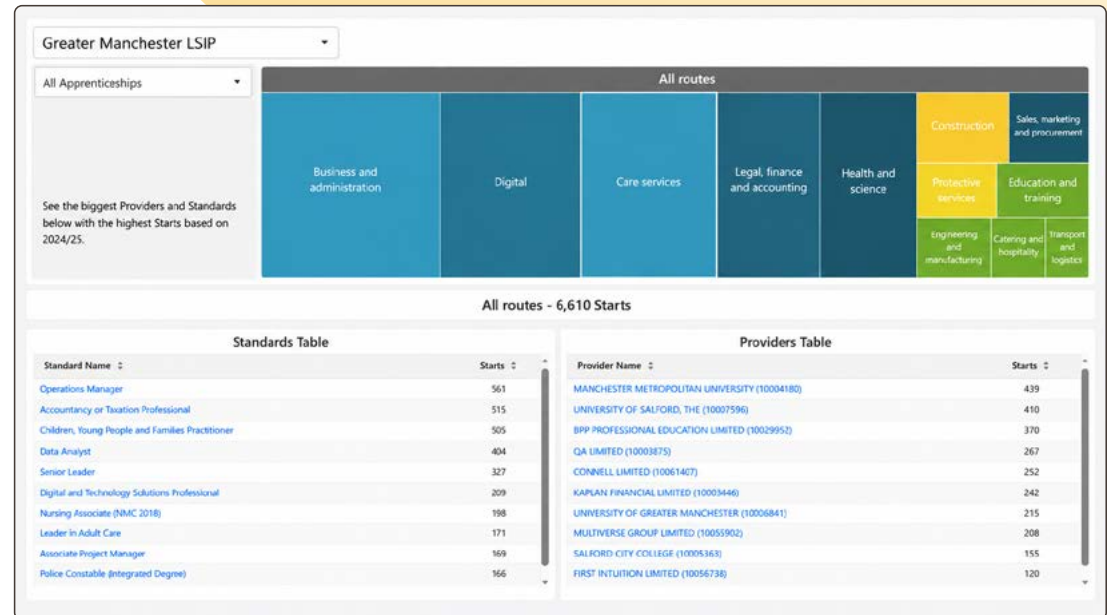


InsightU provides detailed insight into higher and degree apprenticeship provision across national, regional and local geographies.

It enables analysis by route, standard, level, age band and provider type, providing a clearer view of market size, trends and delivery patterns.

Includes:

- > **National, regional and sub-regional analysis**
- > **Breakdown by route, standard, level and age**
- > **Provider type comparisons**
- > **Growth and demand trends**
- > **Popular standards and active providers**
- > **Learner characteristics and delivery profiles**
- > **Geographic mapping and standard summaries**





LMI and Community Insight

Connect apprenticeship provision to local skills needs



InsightU combines apprenticeship data with labour market and community insight to support place-based planning.

It helps universities understand how provision aligns with demand, skills priorities and local context.

Includes:

- > Occupational data and lookup tools
- > Maps of occupational demand
- > Socio-economic and community data
- > Alignment with sector priorities





Evidence-Led Planning

Practical insight for planning and growth



InsightU supports teams across strategy, planning and delivery by providing a clear evidence base for decision-making.

Use InsightU to:



Understand market position and reach



Identify growth opportunities



Assess competitor activity and quality



Target local skills needs and priorities



Inform strategy and curriculum decisions



Analyse sector trends and delivery




EXPLORE INSIGHTU IN MORE DETAIL

To find out more or discuss how InsightU could support your university's apprenticeship planning, please get in touch.

> **Get in touch to arrange a discussion or demonstration**



Send us a message 

or call 01772 734855

