

Our
future.
It's in
our hands.



Public Sector Training that works for you



Apprenticeships can work for you



Real benefits

Whether you are in local government, the Armed Forces, the NHS, education, central government or any other area of the public sector, Apprenticeships can work for you.

They are a proven way to:

- develop the skills of local people and involve them in the delivery of local services;
- fill skills gaps and recruit ambitious people who make things happen;
- train your current workforce and grow the workforce of the future;
- increase staff morale, productivity and retention.



Meeting the public sector's skills challenge

A skilled workforce is vital to meet the challenges of the global economy, especially in these uncertain times.

That applies to the public sector, employer of a fifth of the country's workforce, just as much as to private enterprise. From local government to the Civil Service, public sector organisations face skills shortages and challenges that Apprenticeships can help to solve.

Boost your workforce

Apprenticeships are a proven way to boost your workforce. They enable you to attract high-quality recruits with drive and ambition and they allow you to improve the skills and productivity of existing employees.

More than 130,000 companies are now using Apprenticeships to help them succeed in business. The Government is determined that the public sector should join and lead this trend by offering more Apprenticeship places – at present the sector accounts for less than 10 per cent of all apprentices.

21,000 additional places

As a first step, the Government pledged in February 2009 to create 21,000 additional public sector Apprenticeship places. In 2009/10 the Government wants public sector employers to focus on offering Apprenticeship opportunities to existing employees and new recruits aged 16-18 years old as well as to those aged 19-24.

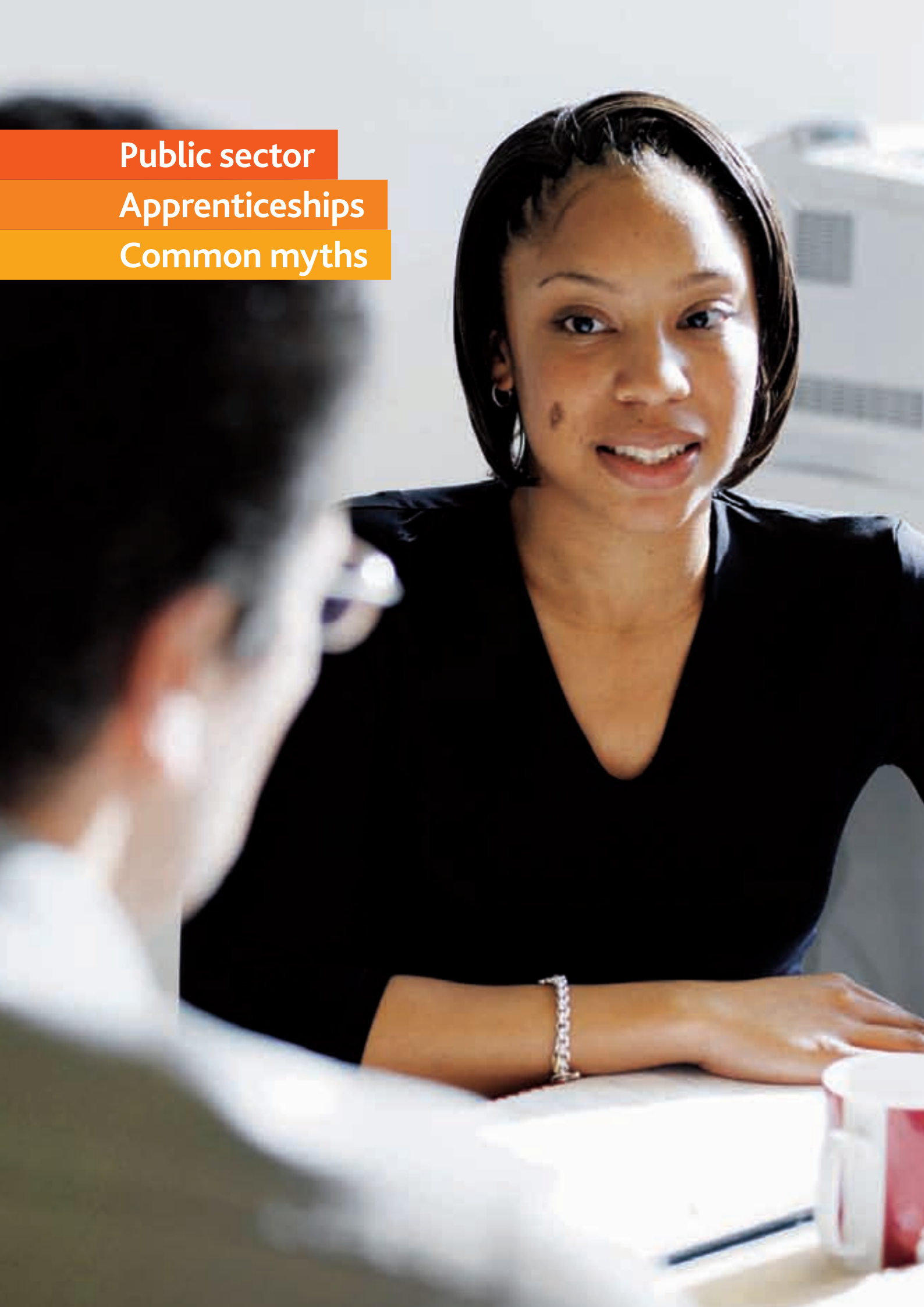
In addition, the government will support an agreed number of Apprenticeship places for those aged 25 and over, where the individual doesn't already have a level 2 qualification, or is a returner to the labour market.

The challenge is clear, and the process for hiring apprentices using Apprenticeship vacancies online has never been easier. So it is now over to you. What are you going to do for your organisation?

Public sector

Apprenticeships

Common myths



“Apprenticeships aren’t relevant to the public sector as they are focused on ‘traditional industries’ such as manufacturing.”

Not true. Our priority for 2009/10 is to offer every 16-18 year old, who wants one, an Apprenticeship place. But we will still continue to support thousands of 19-24 year olds and an agreed number of Apprenticeship places for those aged 25 and over, where the individual doesn’t already have a level 2 qualification, or is a returner to the labour market.

Frameworks

- Health and Social Care
- Advice and Guidance
- Community Development
- Community Justice
- Public Services
- Teaching Assistants
- Youth Work
- Customer Services
- Business Administration
- Team Leading
- Management
- Payroll
- Personnel (Support)

Apprenticeships are not only a great way of attracting high quality recruits, they are also a way of supporting existing employees.

If you can’t find an Apprenticeship to meet your needs, you can work with your Sector Skills Council (SSC) to develop a new one (for more information, contact your local SSC or visit sscalliance.org.uk).

“Apprenticeships are only available to young people and we are not recruiting at the moment, so the programme is not relevant.”

Not true. Apprenticeships are available to all age groups. The Government fully funds the training costs for 16-18 year olds, match funds the training costs for 19-24 year olds and makes a contribution to an agreed number of those aged 25+ who meet the eligibility criteria.

Apprenticeships are not only a great way of attracting high quality recruits, they also help existing employees develop the new skills and abilities needed by the public sector.

“Apprenticeships are a big commitment and it will be a long time before we see any benefits. It’s quicker for employees to train for a qualification.”

Apprenticeships are much more than a qualification and they can bring immediate benefits to your organisation. As well as working towards a vocational qualification, usually at NVQ Level 2 (equivalent to five good GCSEs) or NVQ Level 3 (equivalent to two good A-levels), apprentices learn useful skills, such as:

- working in teams
- problem solving and communication
- using new technology

Most apprentices also study for a technical certificate, which provides further knowledge and understanding of the job.



“Apprentices will need a lot of training ‘off site’.”

Apprenticeships are a mixture of on and off-the-job training, but the majority of learning will take place in the workplace. The rest can be delivered by a local college or by a specialist training provider or by the employer if they have in-house training facilities. Throughout the Apprenticeship, a learning representative from the training provider will support and guide you.

“Our workforce is highly qualified so Apprenticeships are not relevant.”

Rarely true. Most organisations require employees with a wide range of skills levels. An assessment of the skills levels of the employees within your organisation will help you to identify any skills shortages and the skills you will need for the future.

“There is no funding available for training.”

Not true. Through the National Apprenticeship Service, the government fully funds the training costs for 16-18 year olds; match funds the training costs for 19-24 year olds; and makes a contribution to an agreed number of those aged 25+ who meet the eligibility criteria. Apprentices will be employed and paid a salary by the employer that reflects their skills, experience, age and ability.

“There is too much bureaucracy involved.”

There is a need to ensure that the training provided is of a high quality, and that the public funding provided is used for training, but this is not a bureaucratic process. In fact, Apprenticeships often fit in well and enhance the existing learning and development process within their organisations. Where you choose to work with a training provider, they will manage most of the necessary paperwork.

The Business Benefits

Benefits to Employers

A survey carried out by Populus¹ found that:

- 82% of employers relied on their Apprenticeship programme to give them the skilled workers they need for the future
- 92% of employers thought Apprenticeships resulted in greater employee motivation and job satisfaction

This is supported by research conducted by the Institute for Employment Research at the University of Warwick², which highlighted many benefits for employers who invest in Apprenticeship training, including:

- increased productivity and quality of work
- a more innovative workforce
- reduced staff turnover
- a better fit between employee skills and company requirements
- skilled young recruits to replace an ageing workforce
- developing a pool of potential future managers

The Institute also looked at the average payback period for Apprenticeships in various sectors.

Strengthening diversity

The public sector workforce is typically older than the private sector with 17% of the private sector workforce aged 16-24 compared to only around 7% in the public sector (about 400,000 16-24 year olds). These demographic factors present a real challenge for health, education and local authorities in the coming decade - Apprenticeships are part of the solution. An Apprenticeship offers the sort of employability skills and work experience that would typically be sought after by younger learners yet could also be chosen by older employees wishing to retrain.

Costs and funding

Those parts of the public sector currently embracing Apprenticeships do so for sound business reasons not altruism. Funding is weighted by occupational area (with high cost specialisms attracting more) so Apprenticeships don't need to be limited to a narrow range of work areas. New flexibilities being introduced will ensure that new frameworks can be developed quickly and flexibly where there is a demand.

Apprenticeship	Cost (estimated)*	Payback (estimated)
Engineering	£28,762	Less than 3 years
Construction	£22,043	Less than 2 years
Hospitality	£4,326	Just over 1 year
Retail	£2,305	Less than 2 years
Social Care	£4,359 – £7,743	In 4 years
Business Administration	£3,464 – £3,898	Less than 2 years

*net cost at the end of the Apprenticeship

1. Popular Research commissioned by the LSC, February 2009

2. University of Warwick net benefits research for AAN available at http://www.employersforapprentices.gov.uk/docs/research/Research_1_520.doc

A photograph of two young men in business attire smiling outdoors. The man in the foreground is wearing a white shirt and a dark tie, looking towards the camera. The man in the background is wearing a light blue shirt and a patterned tie, looking slightly to the side. They are standing in front of a wooden fence with green foliage in the background.

Employers: a positive return on investment

Durham University

At Durham University the Apprenticeship programme has been running for a decade and the business case is well established with apprentices receiving promotions and showing a high level of loyalty and productivity. 95 employees have completed an Apprenticeship since the University started employing apprentices in 1999. Of these, 72 are still employed, with 41 reaching supervisory positions and one former apprentice has reached a highly senior position of Strategic Contracts Manager.

The Assistant Director of Human Resources stated: 'The University benefits from growing its own workforce; training and

developing young people for careers with us. The added benefit is that there are cost savings to the organisation.'

'We've good awareness of apprentices across the organisation, with several departments being regular users of this recruitment, training and development route. Success is celebrated with an Apprentice of the Year award, where the Vice Chancellor presents certificates. The Business Administration Apprenticeship is the jewel in the crown.'

As job vacancies arise, the HR department reviews the potential for the post to be offered as an Apprenticeship. Typically,



clerical jobs that are Grade 3 or below are identified as being potentially suitable for Apprenticeship positions. All apprentices are employees and are in full time posts.

The University has now employed apprentices working in a wide variety of job specialisms. Stone Masonry apprentices were involved in the conservation of Durham's twelfth century world heritage site Cathedral while horticulture apprentices have been responsible for caring for some of the world's rarest plants in the university's Botanic garden. Most recently, sports apprentice Kieren Emery was a star performer for the GB rowing team in the Youth Olympics, which brought home two gold medals and one silver in January 2009.

"The added benefit is that there are cost savings to the organisation."

Assistant Director of Human Resources

NHS Herefordshire

NHS Herefordshire is enjoying the added value that Apprenticeships bring. A flexible framework has been designed in which, each week, apprentices spend two days full-time at their training centre, two days gaining hands-on experience on busy medical wards and one day of private study, developing independent research skills.

Training Manager Helen Mapp said: "The aim is to get enthusiastic young people ready and equipped with the skills they need to go to university and then progress into rewarding nursing careers."

"We set up our training centre 15 years ago with the twin aims of developing the skills both of new recruits and also of existing staff with the motivation to progress within the service. To achieve that, we have adopted a flexible approach to developing training and

"We've got many people in quite senior positions that started in the NHS as apprentices."

Helen Mapp, Training Manager

to using the full range of sources of public funding support. That is why we are so enthusiastic about the way Apprenticeships are changing, with employers encouraged to say what skills their organisation needs and the training framework adapted to meet them.

Helen added "We're always looking for people we can move up through the ranks and we've got many people in quite senior positions that started in the NHS as apprentices."



Your next steps

Get started with

Apprenticeships

If you would like to offer Apprenticeship opportunities, the next step is to discuss your exact training requirements with an employer representative. To do this, contact your regional National Apprenticeship Service team, or register your interest on the employer section of apprenticeships.org.uk or call 08000 150 600

To contact a National Apprenticeship Service Director in your area email:

John Chudley, South West
John.Chudley@lsc.gov.uk

John Wayman, North East
John.Wayman@lsc.gov.uk

Jon Nay, East of England
Jon.Nay@lsc.gov.uk

Karen Woodward, East Midlands
Karen.Woodward@lsc.gov.uk

Nick Wilson, Yorkshire and the Humber
Nick.Wilson@lsc.gov.uk

Rachel McKellar, South East
Rachel.McKellar@lsc.gov.uk

Stephen Lilley, West Midlands
Stephen.Lilley@lsc.gov.uk

Susan Price, North West
Susan.Price@lsc.gov.uk

Vic Grimes, London
Vic.Grimes@lsc.gov.uk

You can also talk to your Sector Skills Council or sector organisation. Over half of the SSCs have an interest in the public sector and five SSCs are dedicated to the public sector:

Government Skills
government-skills.gov.uk

Skills for Health
skillsforhealth.org.uk

Lifelong Learning UK
lluk.org

Skills for Justice
skillsforjustice.co.uk

Skills for Care and Development
(including Children's Workforce
Development Council)
skillsforcareanddevelopment.org.uk

For details of all the sector skills councils
sscalliance.org.uk

For a public sector employer's
perspective, contact the
Apprenticeship Ambassadors' Network
employersforapprentices.gov.uk

For details on SkillsPlus a strategic skills
partnership between local government
employers in the UK and Sector Skills Councils
skillsplus.gov.uk

