

The proven  
way to train  
your workforce



## A fresh approach to growth:

### Move into Apprenticeships

What do Jaguar Land Rover, Mulberry and Tesco have in common? The answer is that, along with many other companies, they are investing in Apprenticeships, even in these uncertain economic times.

Why? Because they understand that a skilled workforce can help them weather tough market conditions and emerge stronger. In fact, businesses that invest in training are far more likely to survive a downturn than those that don't.

#### Improve your bottom line

Apprenticeships deliver real returns to your bottom line. In a recent survey,\* the majority of employers said that Apprenticeships helped them to improve productivity and to be more competitive. They also said that training apprentices is more cost effective than hiring pre-skilled staff, leading to lower overall training and recruitment costs.

#### Motivate your workforce

Apprentices tend to be eager, motivated, flexible and loyal to the company that invested in them. Remember, an apprentice is with you because they want to be – they have made an active choice to learn on the job and a commitment to a specific career.

#### Fill your skills gaps

Apprenticeships deliver skills designed around your business needs. They also help you develop the specialist skills you need to keep pace with the latest technology and working practices in your sector. Employers in the Populus survey said they relied on their Apprenticeship programmes to provide the skilled workers they need for the future.

#### Get support and get started

We've made it easier for you to start an Apprenticeship programme by cutting back on red tape and introducing new convenient services such as Apprenticeship vacancies online (see page 5). We've also got a dedicated employer services team who will support employers through Apprenticeships from first enquiry to completion.



\*Apprenticeships, survey conducted by Populus on behalf of the Learning and Skills Council, February 2009.

# The facts about

## Apprenticeships:

### Your questions answered

#### So, what are Apprenticeships?

They are work-based training programmes designed around the needs of employers, which lead to national recognised qualifications.

#### Who are they for?

You can use Apprenticeships to train both new and existing employees.

#### Who runs them?

The National Apprenticeship Service helps to fund the training and provides support to you at all stages to set up your Apprenticeship programme.

Business representatives from the relevant industry sector work with the Sector Skills Councils to design and develop the Apprenticeship content and because they genuinely understand your business, the training will be relevant for your industry.

A training provider will support and guide you. They will work with you to help you decide which Apprenticeship is right, explain the way that Apprenticeships work and if funding is available. They will then help you to recruit your apprentice or support your existing staff into Apprenticeships, and manage the training, ensuring it is integrated and to national quality standards.

#### Where do they take place?

This is up to you. Most of the training is 'on the job' at your premises. The rest can be provided by a local college or by a specialist training provider, or in some cases you could deliver everything yourself.

#### Are there different levels of Apprenticeship?

Yes. There are three levels of Apprenticeship available for those aged 16 and over. The National Apprenticeship Service or your training provider will work with you to match the level which best fits your Apprenticeship job roles.

##### 1. Apprenticeships (equivalent to five good GCSE passes)

Apprentices work towards work-based learning qualifications such as an NVQ Level 2, Key Skills and, in most cases, a relevant knowledge based qualification such as a BTEC. These provide the skills that apprentices need for their chosen career, and allow entry into an Advanced Apprenticeship.

##### 2. Advanced Apprenticeships (equivalent to two A-level passes)

Advanced apprentices work towards work-based learning qualifications such as an NVQ Level 3, Key Skills and, in most cases, a relevant knowledge based certificate such as a BTEC. To start an Advanced Apprenticeship the applicant should ideally have five GCSEs (grade C or above) or have completed an Apprenticeship.

##### 3. Higher Apprenticeships

Higher apprentices work towards work-based learning qualifications such as an NVQ Level 4 and, in some cases, a knowledge based qualification such as a Foundation degree.

#### Do they lead to further qualifications?

Apprentices can progress to higher education, including university degrees.



### What are my responsibilities as an employer?

You must give your apprentices an induction into their role and provide on-the-job training. You are also responsible for paying your apprentices' wages.

### Will there be a mountain of paperwork?

No. 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.

### Can I get help with funding?

Yes. Apprenticeship funding is available from the National Apprenticeship Service. The size of the contribution varies depending on your sector and the age of the candidate. If the apprentice is aged 16–18, you will receive 100 per cent of the cost of the training; if they are 19+, you will receive up to 50 per cent. This is paid directly to the organisation that provides and supports the Apprenticeship; in most cases this will be a training provider. Large employers with a direct contract may receive the funding themselves.

### Where can I read about other employers' experiences?

You can see the opinion of two employers who offer Apprenticeships on page 6 of this brochure. You can also read about employers' experiences on the [apprenticeships.org.uk](http://apprenticeships.org.uk) website under the employer section.

### Types of Apprenticeship

Apprenticeships are available in a wide range of industry sectors, with employers from large national companies such as Sainsbury's and BMW to smaller local companies. There are nearly 200 types of Apprenticeship within a variety of industry sectors ranging from accountancy and engineering to veterinary nursing and floristry. Further information on the types of Apprenticeships available and a summary overview of all frameworks can be found on [apprenticeships.org.uk](http://apprenticeships.org.uk).

## Your next steps: Get started with an Apprenticeship

The next step is to discuss your exact training requirements with an Apprenticeship representative. If you haven't already been in contact with us, please call:

**08000 150 600**  
visit [apprenticeships.org.uk](http://apprenticeships.org.uk)

- 1** Our Apprenticeship representative will call to discuss your specific needs.
- 2** We will help you identify a suitable training provider.
- 3** You confirm the number of current employees and new recruits you want to start an Apprenticeship.
- 4** Start the recruitment process. Vacancies are advertised on the Apprenticeship website, where suitable applicants can apply.
- 5** You choose your ideal candidates and then your apprentices start.

Recruitment made easy:

Advertise your

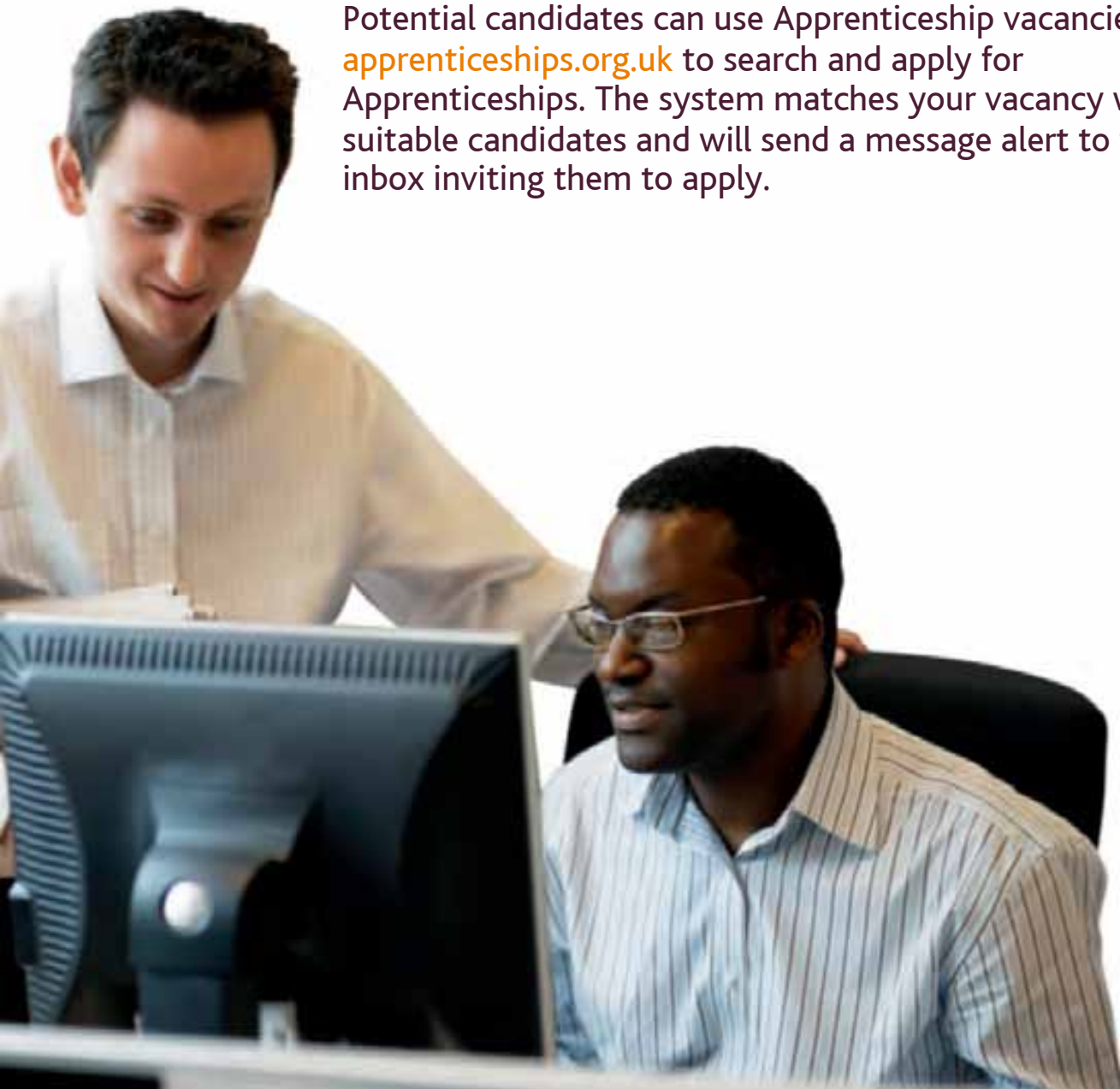
vacancies online



Apprenticeship vacancies is an online system which enables you to advertise your Apprenticeship vacancies for free and find candidates who match your criteria.

This can not only save a significant amount in recruitment costs but is a convenient way to manage the recruitment process in one place online. Your training provider will work with you throughout the process to place the vacancy, manage the responses and select your chosen candidate.

Apprenticeship vacancies enables you to find the perfect match for each Apprenticeship opportunity you advertise. Potential candidates can use Apprenticeship vacancies via [apprenticeships.org.uk](http://apprenticeships.org.uk) to search and apply for Apprenticeships. The system matches your vacancy with suitable candidates and will send a message alert to their inbox inviting them to apply.



## Case studies:

### The word

### from employers



#### Berthon Boat Company Ltd

Lymington-based Berthon Boat Company has been training apprentices for more than 100 years, during which time it has not only produced generations of skilled marine engineers and electricians, shipwrights, painters and riggers for its own business, but also helped to make sure that marine skills are being maintained throughout the industry.

Yard manager Keith Longman regards Apprenticeships as the foundation of the workforce and it's easy to see why once you know that over 50% of the company's project managers are Berthon-trained apprentices.

Keith says: "Our Apprenticeship programme is vital to our plans for making sure we have the right skills in the right place at the right time, with individuals monitored closely as they develop and able to evolve in their favoured discipline, which means that their potential is spotted, harnessed and maximized. The future growth and prosperity of the company relies on this home-built supply chain."

#### Dinnington and High Green Dental Practices

The Dinnington and High Green Dental Practices believe Apprenticeships are the oxygen that energises all aspects of their organisation. Principal dentist Margaret Naylor said: "As a dental practice we try to achieve the highest standards of care for our patients. Not only should staff be adequately trained, their skills should be continuously upgraded and developed – Apprenticeships are a great way to do this."

The practice employs 37 members of staff, eight of whom are apprentices. Significantly, all their managers and deputy managers began their careers as apprentices.

Margaret continued: "We believe that good training raises the standard of the service we offer our patients and increases the effectiveness of our workforce. Motivated and trained staff are more reliable, will take less sick leave and will be willing to take on more responsibility."

The impact of Apprenticeships extends beyond the actual training – many staff have used their Advanced Apprenticeships as a springboard and gone on to achieve further diplomas or degrees in the NHS.



About the

National Apprenticeship

Service

The National Apprenticeship Service (NAS) is responsible for all elements of Apprenticeships in England. NAS provides a consistent, expert service to increase the number of apprentices in businesses; talking to employers about the benefits of employing an apprentice and supporting them through every step, to set up Apprenticeships which work for them.

NAS also ensures young people have the information they need to consider an Apprenticeship as the route into their career.

NAS contributes towards the costs of the training and qualifications that sit within an Apprenticeship, engages with a wide range of partners to help design the frameworks they follow and implements government policies aimed at improving the quality and quantity of Apprenticeships.

The [apprenticeships.org.uk](http://apprenticeships.org.uk) website enables employers and training providers to advertise thousands of vacancies and potential apprentices to apply for them.



Call 08000 150 600  
or visit [apprenticeships.org.uk](http://apprenticeships.org.uk)

© National Apprenticeship Service 2010

Published by the National Apprenticeship Service  
Extracts from this publication may be reproduced for non-commercial educational or training purposes on condition that the source is acknowledged and the findings not misrepresented.