

Apprenticeship Week 2009 Business Case Research

Executive Summary

Research commissioned by Hill & Knowlton on behalf of the Learning and Skills Council, for Apprenticeship Week 2009.

Populus interviewed a sample of 500 respondents who were responsible for Apprenticeship programme recruitment in their companies by telephone between 5th January and 29th January 2009. Comparisons are with a sample of 204 respondents who were responsible for Apprenticeship programme recruitment in their companies and were interviewed by telephone between 7th January and 6th February 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk.

Company benefits from Apprenticeship Programmes.

Apprentices will continue to play an important role within businesses despite the current economic downturn. The majority of employers recognise that there are many benefits in providing an Apprenticeship programme. 81% of businesses say that employing apprentices generates higher overall productivity for their company, while over two thirds of businesses say that their programme makes them more competitive in their industry (66%). Over two thirds of respondents say that their programmes allow them to lower both recruitment (67%) and training costs (71%) while also enabling them to fill vacancies more quickly (68%) with a better calibre of job applicant (74%). The majority of employers think that Apprenticeship programmes are beneficial because they lead a lower level of staff turnover (82%), while nearly all employers believe that their Apprenticeship programme creates a greater level of motivation and job satisfaction among their staff (92%).

Apprentices compared to other employees

Alongside the perceived benefits of providing an Apprenticeship programme, employers recognise that there are also many advantages in hiring an apprentice rather than other recruits. Over two fifths of respondents say that apprentices have a greater level of job satisfaction and motivation (43%) together with a greater level of commitment (41%) compared to other employees. Employers also think that Apprenticeship programmes lead to a lower level of staff turnover overall (41%), with nearly three quarters agreeing that apprentices tended to be more loyal, remaining at their company longer than non-apprentices (74%).

Apprentices and the recession

Although most employers are not taking on apprentices to help them through the economic situation (78%), Apprenticeship programmes were expected to play a major part in their recruitment processes in the future (78%), with 82% of employers relying on their Apprenticeship programmes' in providing them with the skilled work they will need in the future.