

**Expanding and building the business**

Apprenticeships are essential in helping small organisations like mine to develop and grow the business. They are highly practical and cost effective and the apprentices start to contribute almost from the time they join us.

**Simon Swords**  
Managing Director, Atlas Computer Systems Ltd

**Increased productivity**

I am a great believer in effective, long term Apprenticeship programmes, which increase our productivity and competitiveness and reduce our turnover. Over the next 3 years we are investing £1m in Apprenticeships with 20% of our workforce coming from Apprenticeships by 2013.

**Richard Harpin**  
Chief Executive, HomeServe plc

**Improving customer experience**

Our engineers are our ambassadors – they represent our brand when they visit our customers’ homes. Our Apprenticeship programme instils the company’s core values of customer care alongside technical competency. Delivering a professional service to the highest standards gives us a competitive edge over other companies.

**Phil Bentley**  
Managing Director, British Gas

**Delivering better service**

Apprenticeships are a great way of giving people the skills they need to do their job and get on. They are about investing in our people and in the future of our business.

**Richard Brasher**  
Chief Executive, Tesco UK & ROI



**Apprenticeship Ambassadors Network**

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Bringing it all together



**Apprenticeships:  
Good for Business**

# Apprenticeships

*I have been a fan of Apprenticeships for many, many years and am delighted to lead the Apprenticeship Ambassadors Network (AAN).*

*We are an independent group of senior business leaders from FTSE 100/250 businesses and small and medium sized enterprises across the public and private sectors who have seen the value that Apprenticeships add to our businesses.*

*Our role is to encourage other businesses to consider Apprenticeships as an effective and cost-effective way to build a skilled workforce by making the business case for them.*

*In my company, Compass Group plc, we have seen the benefits of having an Apprenticeship programme including a significant increase in staff retention, resulting in a reduction in our training and recruitment costs.*

*This pack is designed to give an insight into the many benefits of Apprenticeships. I hope that you enjoy reading the case studies and that this prompts you to consider how they might work for you.*



**Sir Roy Gardner**  
Chairman, Compass Group plc  
Chairman, Apprenticeship Ambassadors Network

## What are Apprenticeships?

Apprenticeships are work-based training programmes designed by business to meet business needs so that organisations can remain competitive and profitable.

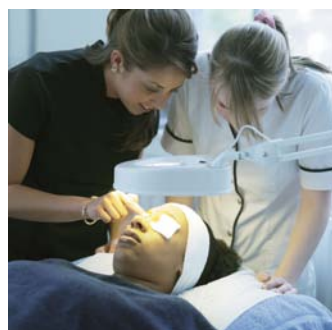
There are over 200 different Apprenticeship programmes covering most business sectors and roles.

The range of programmes is very diverse from the traditional craft sectors like manufacturing, construction, plumbing, vehicle maintenance to creative and digital media, IT, financial services, accounting, logistics, health and social care as well as more generic programmes like business

administration and customer service.

So there is surely a programme to meet your needs. The full range of programmes can be found on the Apprenticeships website:

[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)



## Why Apprenticeships?

Simply because they are good for business.

Apprenticeships are a key component of workforce development strategies because the benefit of employing apprentices is clearly evident.

They sit alongside and complement graduate recruitment programmes in many businesses.

Apprenticeships are an ideal entry route to introduce new employees to your business, with a structured learning pathway leading to a solid career which can include progressing to higher education.

They are also an ideal way to build and increase the skills levels of the existing workforce.

In addition, there is Government funding available to support the cost of training an apprentice.

# The benefits

As individual companies, we have first-hand experience of the many benefits that apprentices contribute to the business.

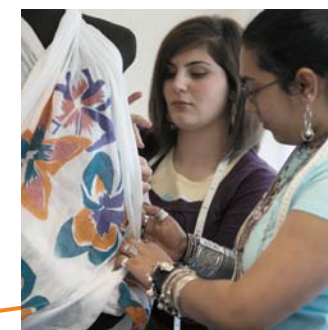
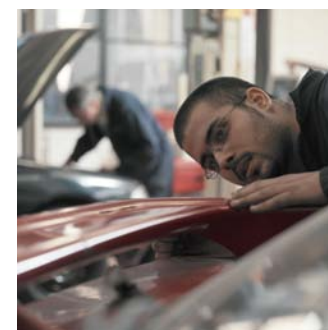
In addition, we undertook some independent research with the Institute for Employment Research at the University of Warwick, The Net Benefit to Employer Investment in Apprenticeship Training, which looked at the cost of Apprenticeship training and the likely return on investment, and confirmed our experiences of the benefits, including:

- Meeting skills needs
- Building a workforce for the future
- Return on investment
- Increased competitiveness
- Expanding and building the business
- Improving customer service
- Increased productivity
- Delivering better service

## Meeting skills needs

*Recruiting apprentices enables Bentley Motors to meet our skills needs in critical areas. It allows us to select the right people and develop them in a way that meets both the needs of the company and the apprentice.*

**Christine Gaskell**  
Member of the Board, Personnel, Bentley Motors Ltd



## Building a workforce for the future

*Apprenticeships are an integral part of our plans going forward. It is essential that we embrace age diversity to enable innovation and customer solutions for all.*

**Alex Wilson**  
Group HR Director, BT Group plc (2010)

## Return on investment

*A study looking at the economic impact of BAE Systems on the UK economy estimated that each employee contributed £78k of value add each year. On this basis, we believe that the cost of an Apprenticeship is paid back in little over one year.*

**Nigel Whitehead**  
Group Managing Director, Programmes and Support, BAE Systems plc

## Increased competitiveness

*As a former apprentice myself, I recommend Apprenticeships to any business – they give us the skills we need to remain competitive and offer a very attractive and cost effective career path to young people.*

**Mike Turner CBE**  
Chairman, Babcock International Group plc