

Our
future.
It's in
our hands.



The proven way to train your workforce





Training apprentices is more cost-effective than hiring skilled staff – leading to lower overall training costs and reduced recruitment costs

Populus survey 2009



Apprenticeships help us mould employees, through training and on-the-job experience, thus providing us with the right level of skills and discipline

Jill Carr, Training Manager
Pendennis SuperYachts



I have seen first-hand the considerable value Apprenticeships bring to organisations, employers, individuals and the economy

Simon Waugh, CEO
National Apprenticeship Service

Call 08000 150 600

or visit

apprenticeships.org.uk

Join the smart money: Move into Apprenticeships

What do Jaguar Land Rover, Mulberry and Tesco have in common? The answer is that, along with many small and medium-sized companies, they are expanding their Apprenticeship programmes, even in these uncertain economic times.

Why? Because they understand that a skilled workforce can help them weather tough market conditions and emerge stronger when the upturn comes. 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 skilled staff, leading to lower overall training and recruitment costs.



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



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.

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.

Get support and get started

We're making 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 9). We've also got a new dedicated employer services team who will support employers through Apprenticeships from first enquiry to completion.

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. Funding is available to train apprentices.

Who runs them?

Apprenticeships are designed by the Sector Skills Councils (part of the Skills for Business network), while the National Apprenticeship Service helps to fund the training.

How are Apprenticeships developed?

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

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.

What does the training provider do?

A training provider will provide an employer representative who will be able to support and guide you. They will work with you to:

- help you decide which Apprenticeship is right for you;
- explain the way that Apprenticeships might work for you and if funding is available;
- agree a training plan with your apprentice;
- recruit an apprentice or support your existing staff into Apprenticeships;
- manage the training and evaluation; and
- ensure that national quality standards are met and deliver integrated, coherent training.





Are there different levels of Apprenticeship?

Yes. There are three levels of Apprenticeship available for those aged 16 and over:

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 this programme, 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 with the National Employer Service 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 10 of this brochure. You can also read about employers' experiences at employersforapprentices.gov.uk. This is the website of the Apprenticeship Ambassadors Network, a group of employers that promote and support Apprenticeships. You can get in touch with them using contact information on the website.

Types of Apprenticeships

Apprenticeships are available in a wide range of industry sectors, with employers from large national companies such as Sainsburys and BMW to smaller local companies. There are over 190 career choices within a variety of industry sectors ranging from accountancy and engineering to veterinary nursing and floristry.

A = Apprenticeship

AA = Advanced Apprenticeship

HA = Higher Apprenticeship

Leisure, Travel and Tourism	A	AA	HA
Active Leisure and Learning	✓	✓	
Aviation Operations on the Ground	✓		
Cabin Crew	✓	✓	
Sporting Excellence		✓	
Travel and Tourism Services	✓	✓	

Construction, Planning and the Built Environment	A	AA	HA
Building Services Engineers		✓	
Construction	✓	✓	
Electrical and Electronic Servicing	✓	✓	
Electrotechnical		✓	
Heating, Ventilation, Air Conditioning and Refrigeration	✓	✓	
Plumbing	✓	✓	
Set Crafts		✓	
Surveying		✓	

Information and Communication Technology	A	AA	HA
ICT Professional			✓
IT and Telecomms Professionals	✓	✓	
IT User	✓	✓	

Arts, Media and Publishing	A	AA	HA
Creative	✓	✓	
Design	✓	✓	
Freelance Creative	✓	✓	
Information and Library Services	✓	✓	
Photo Imaging for Staff Photographers		✓	
QA Games Testing	✓		

Health, Public Services and Care	A	AA	HA
Advice and Guidance	✓	✓	
Children's Care, Learning and Development	✓	✓	
Community Development	✓	✓	
Community Justice		✓	
Dental Nursing		✓	
Emergency Fire Service Operations		✓	
Health and Social Care	✓	✓	
Housing	✓	✓	
Laboratory Technicians	✓	✓	
Optical	✓	✓	
Pharmacy Assistants and Technicians	✓	✓	
Providing Security Services	✓		
Public Services	✓		
Support Services in Healthcare	✓		
Youth Work	✓	✓	

Agriculture, Horticulture and Animal Care	A	AA	HA
Agriculture Crops and Livestock	✓	✓	
Amenity Horticulture	✓	✓	
Animal Care	✓	✓	
Dry Stone Walling	✓		
Environmental Conservation	✓	✓	
Equine	✓	✓	
Farriery		✓	
Fencing	✓		
Floristry	✓	✓	
Game and Wildlife Management	✓	✓	
Land-based Service Engineering	✓	✓	
Production Horticulture	✓	✓	
Trees and Timber	✓		
Veterinary Nursing	✓	✓	

Education and Training	A	AA	HA
Learning and Development		✓	
Supporting Teaching and Learning in Schools	✓	✓	

Engineering and Manufacturing Technologies	A	AA	HA
Apparel	✓	✓	
Building Products Occupations	✓	✓	
Ceramics	✓		
Coatings Operations	✓	✓	
Driving Goods Vehicles	✓	✓	
Electricity Industry	✓	✓	
Engineering	✓	✓	
Engineering Construction	✓	✓	
Engineering Technology			✓
Extractive and Mineral Processing	✓	✓	
Food Manufacture	✓	✓	
Furniture, Furnishings and Interiors Industry	✓	✓	
Gas Industry	✓	✓	
Glass Industry Occupations	✓	✓	
Industrial Applications	✓		
Marine Industry	✓	✓	
Metals Processing	✓	✓	
Nuclear Decommissioning		✓	
Paper and Board Manufacturing	✓	✓	
Passenger Carrying Vehicles Driving: Bus and Coach	✓		
Polymer Processing Operations	✓	✓	
Print and Printed Packaging	✓	✓	
Process Technology	✓	✓	
Rail Transport Engineering	✓	✓	
Rail Transport Operations	✓		
Retail Motor Industry: Roadside Assistance and Recovery	✓	✓	
Retail Motor Industry: Vehicle Body and Paint Operations	✓	✓	
Retail Motor Industry: Vehicle Fitting	✓	✓	
Retail Motor Industry: Vehicle Maintenance and Repair	✓	✓	
Retail Motor Industry: Vehicle Parts Operations	✓	✓	
Sea Fishing	✓	✓	
Signmaking		✓	
Specialised Process Operations	✓		
Traffic Office	✓	✓	
Transport Engineering and Maintenance	✓	✓	
Water Industry	✓	✓	

Retail and Commercial Enterprise	A	AA	HA
Barbering	✓	✓	
Beauty Therapy	✓	✓	
Carry and Deliver Goods	✓		
Cleaning and Support Services	✓		
Events	✓	✓	
Hairdressing	✓	✓	
Hospitality and Catering	✓	✓	
Logistics Operations Management		✓	
Mail Services	✓		
Nail Services	✓	✓	
Property Services	✓	✓	
Purchasing and Supply Management	✓	✓	✓
Retail	✓	✓	
Retail Motor Industry: Vehicle Sales	✓	✓	
Spa Therapy		✓	
Warehousing and Storage	✓	✓	

Business, Administration and Law	A	AA	HA
Accounting	✓	✓	✓
Advising on Financial Products		✓	
Business Administration	✓	✓	
Contact Centres	✓	✓	✓
Customer Service	✓	✓	
Marketing and Communications	✓	✓	
Payroll	✓	✓	
Providing Financial Services	✓	✓	
Sales and Telesales	✓	✓	
Team Leading and Management	✓	✓	



Your next steps:
Get started
with Apprenticeships

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** or visit **apprenticeships.org.uk**

1 Your Apprenticeship representative will call to arrange a meeting

2 Your Apprenticeship representative will help you identify a suitable training provider

3 Discuss your specific needs with the training provider

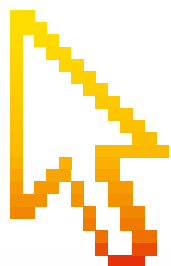
4 Confirm the number of employees who will start Apprenticeships

5 Start the recruitment process – new apprentices can be recruited using Apprenticeship vacancies online

6 Employees start Apprenticeships

Recruitment made easy:

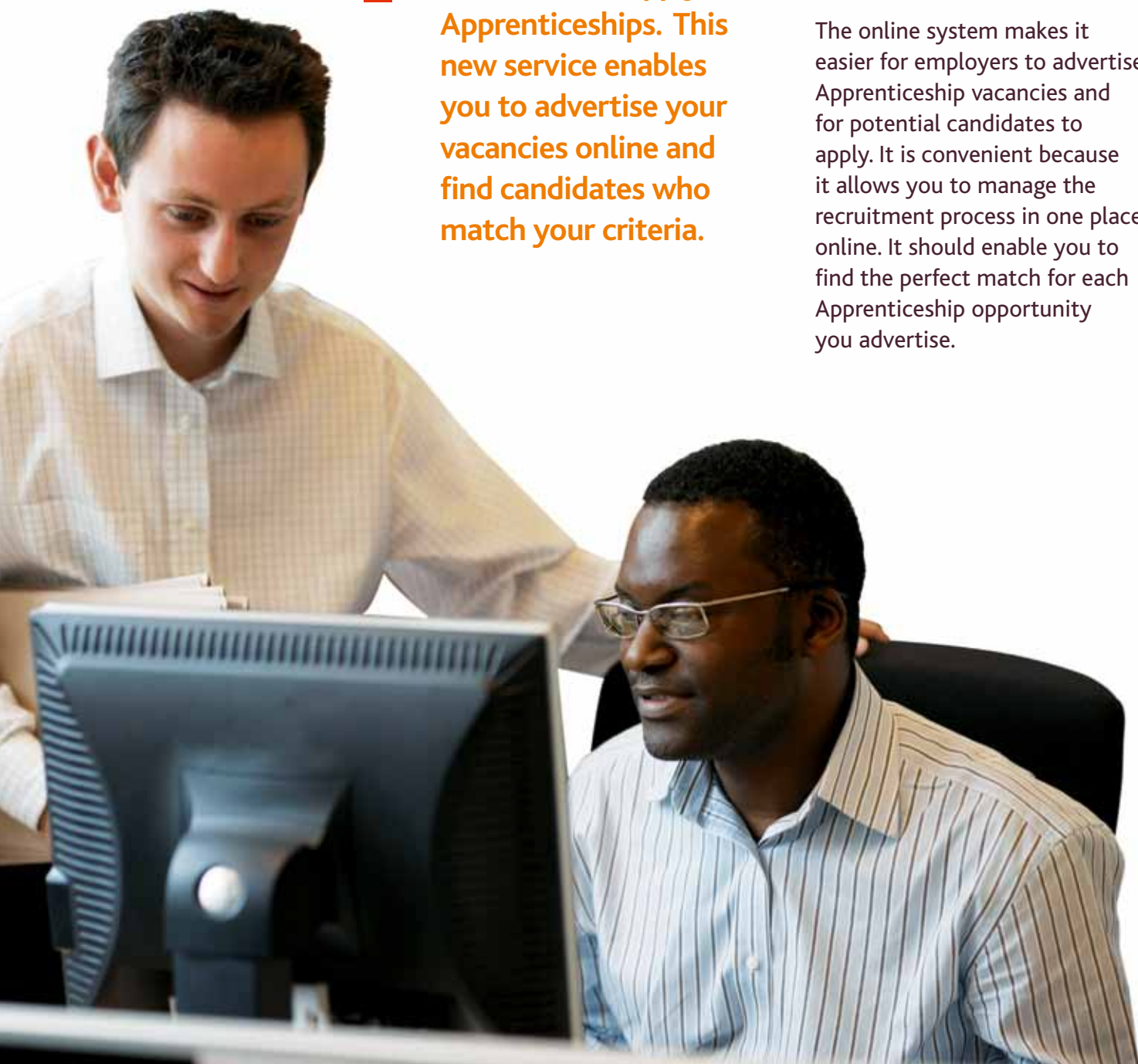
**Advertise your
vacancies online**



Candidates can now use Apprenticeship vacancies online via apprenticeships.org.uk to search and apply for Apprenticeships. This new service enables you to advertise your vacancies online and find candidates who match your criteria.

The system matches your vacancy with suitable candidates and will send a message alert to their inbox inviting them to apply. They can do so online using a simple re-usable form.

The online system makes it easier for employers to advertise Apprenticeship vacancies and for potential candidates to apply. It is convenient because it allows you to manage the recruitment process in one place online. It should enable you to find the perfect match for each Apprenticeship opportunity you advertise.



Case studies:

The word

from employers



1

Jill Carr, Training Manager Pendennis SuperYachts

"One of the main benefits of our Apprenticeships schemes is that the apprentices inject skill, youth, longevity and flexibility into our niche business. Apprenticeships help us mould employees, through training and on-the-job experience, thus providing us with the right levels of skills and discipline."

Pendennis, a Cornwall-based yacht-building company, was the winner in the Large Employer of the Year category in the National Apprenticeship Awards 2008.



2

Cynthia Wilkinson, Managing Director Mark Wilkinson Furniture Ltd

"The extraordinary growth in our turnover has been greatly assisted by our involvement in Apprenticeships. This type of training has given us the skilled craftsmen we need to deliver the products that our customers want. Developing staff who understand all the aspects of our design, build and installation processes ensures that as a company we are able to be flexible and adapt quickly to market demands."

Apprenticeships have helped Mark Wilkinson Furniture Ltd grow its turnover from £10 million to £24 million over the past decade. They were the winner in the Medium Employer of the Year category at the National Apprenticeship Awards 2008.

Case studies:

The word

from apprentices

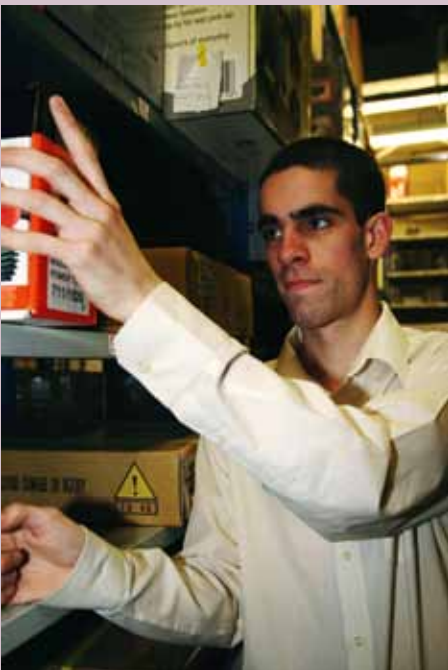


1

Rachael Hoyle, Advanced Apprenticeship in Aerospace Engineering

“As my schooling drew to a close, I felt unsure of what the future held. I looked into Apprenticeships and other courses, and what clinched the Apprenticeship for me was the fact that I could go and begin a career, learning from people who are experts in their own right. I felt I could get involved in real work while applying my favourite subjects, like physics and maths, and continuing to learn.”

Rachael Hoyle was the winner in the Advanced Apprentice of the Year category in the National Apprenticeship Awards 2008.



2

David Khan, Apprenticeship in Warehousing and Storage

“My Apprenticeship made me eager to learn more and achieve the qualifications. It motivated me to progress my career at Argos and help the company run more effectively. I developed a monitoring system for our deliveries that helps delivery assistants put away stock in a more efficient way. This had a significant impact for the company as it maintained our wage budgets and increased profitability for the company.”

Since completing his Apprenticeship, David has been promoted to Stock Manager at Argos, which he attributes to his experience as an apprentice. He was a finalist in the Apprentice of the Year category at the National Apprenticeship Awards 2008.

About the National Apprenticeship Service

The National Apprenticeship Service (NAS) was announced in January 2008 and officially launched in April 2009. Reporting to the Departments for Business, Innovation and Skills (DBIS) and Children, Schools and Families (DCSF), the service will drive forward the Government's ambition for Apprenticeships. The service aims to bring about a significant growth in the number of employers offering Apprenticeships.

NAS will provide a consistent, expert service across England, assuming total responsibility for the delivery of Apprenticeships, including employer services, learner services and Apprenticeship vacancies online. The service has ultimate accountability for the national delivery of targets and co-ordination of the funding for Apprenticeship places. It will act to overcome barriers to the growth of the programme and assume responsibility for promoting Apprenticeships and their value to employers, learners and the country as a whole.





Call 08000 150 600

or visit

apprenticeships.org.uk

National Apprenticeship Service

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