

**National
Apprenticeship
Service
Prospectus**

May 2009

For people, employers and organisations interested
in the provision and development of Apprenticeships.

An Apprenticeship combines on- and off-the-job training. An individual gains nationally recognised qualifications while working for an employer and the employer gets a work-ready employee who can learn on the job.



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Introduction by the Chief Executive

The National Apprenticeship Service (NAS) has been established to lead the delivery of a World Class Apprenticeship programme. Thanks to the hard work of employers, colleges and providers, we now have more people than ever benefiting from the opportunities offered through Apprenticeships. In recognition of this success and to ensure that this number keeps growing, the NAS has been set up to provide dedicated support to employers who wish to offer Apprenticeship places and learners who wish to become an apprentice.

We will be wholly focused on providing apprentices to businesses and the public sector. We are also creating new, improved systems to help deliver the Apprenticeship vision and will have the resources to deliver the Government's vision and targets. The NAS will also be responsive to changing needs, for example, being flexible in light of the economic downturn and exploring how Apprenticeships can be used as businesses work towards the upturn.

The journey here has been a successful and productive one. We have already increased the popularity and awareness of Apprenticeships, for example through the recent major marketing campaign spearheaded by Sir Alan Sugar. In seminars around the country, employers were able to ask the Rt Hon John Denham, Secretary of State for Innovation, Universities and Skills, the Rt Hon Ed Balls, Secretary of State for Children, Schools and Families, and Sir Alan questions about Apprenticeships and the benefits they bring to businesses.



Under my leadership, I want the NAS to build upon this success. We will ensure that we provide a high quality service while establishing a cultural change to drive lifelong learning among individuals and employers. We will improve attitudes towards vocational training and provide effective leadership for all key issues affecting the development of quality Apprenticeship opportunities. Our ambition is to motivate and galvanise more employers to take on or offer more Apprenticeships while providing support to those who wish to choose this route into highly skilled work.

We want to see a genuine step-change in Apprenticeships – in the numbers of those applying; in the quality of training they receive; and in the range of sectors, businesses and public sector organisations offering Apprenticeships and seeking apprentices. This really is an exciting time for Apprenticeships.

In my 30 years' experience in a variety of different industries, I have seen first-hand the considerable value Apprenticeships bring to organisations, employers, individuals and the economy. I firmly believe that Apprenticeships are the best way of training, developing and skilling people for the future and I am pleased that we have recruited a team who share my enthusiasm. I look forward to taking the NAS forward, building on the success already achieved and making Apprenticeships a natural choice for both employers and learners.

Simon Waugh
Chief Executive, National Apprenticeship Service

Our responsibilities

“We’re getting the benefit of highly motivated employees fully engaged in gaining new, up-to-date skills and qualifications which add value directly to the service we offer our customers.”

Ian McFadyen
Jewsons, Coventry

The National Apprenticeship Service is responsible for delivering the high ambitions the Government has set for Apprenticeships.

The NAS has end to end responsibility for Apprenticeships and ultimate accountability for the national delivery of services and targets. This means that it will be our job to resolve any problems, wherever they are, in the delivery system. Our main role is to work with employers, helping more of them take on apprentices; and to work with those who advise learners so that more young people and adults are able to benefit from the experience of work based learning.

The NAS will provide a consistent, expert service across all of England. This includes:

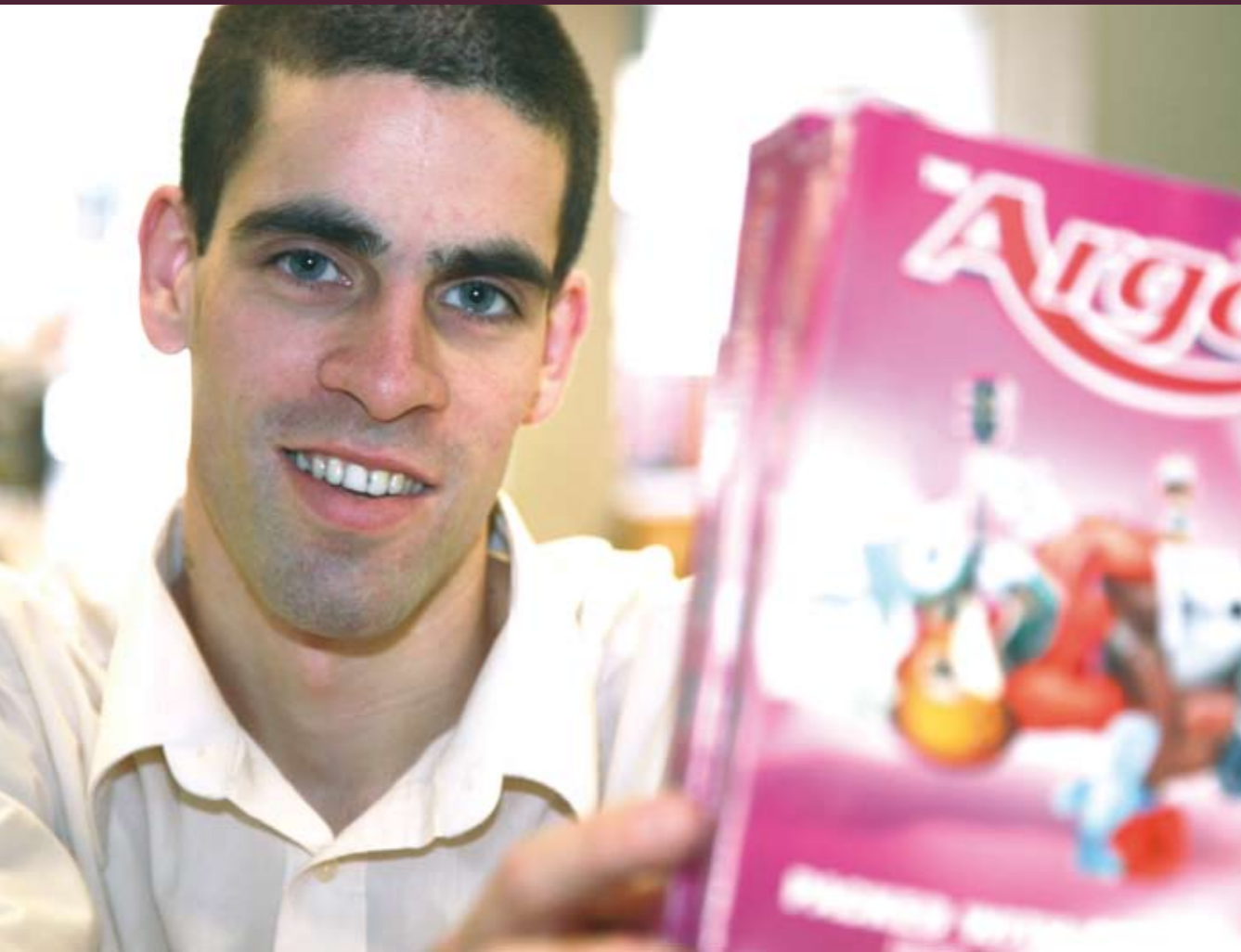
- promoting Apprenticeships and their value to employers both in the public and private sectors
- promoting Apprenticeships and their value to learners, particularly 16- to 18 year olds
- co ordinating the funding for Apprenticeship places
- maintaining the national online Apprenticeship Vacancies system for aspiring apprentices and the employers that take them on
- ensuring that Business Link and other employer intermediary organisations have all they need to actively promote Apprenticeships to employers
- working with the Department for Children, Schools and Families (DCSF) to establish Apprenticeships alongside other 14 19 options
- improving the certification arrangements for successful apprentices.

These responsibilities will be delivered through a national policy and business delivery team, and regional teams with a dedicated employer and learner services field force.

The national team will work with key national stakeholders and partners to promote Apprenticeships and develop policies and practices which enhance the learner and employer experience.

The regional teams will have a local presence and will support employers from their initial interest in an Apprenticeship through to the selection of a training provider to work with and the recruitment and progression of an apprentice.

The regional team will also support training providers and careers guidance staff in schools and colleges, as well as IAG (information, advice and guidance) providers in further education. The NAS will work collaboratively with Business Link brokers and other intermediaries to increase the number of employers who actively engage in Apprenticeships.



"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."

David Khan, Argos

David started work at Argos as an apprentice at the age of 22. During his Apprenticeship, he put new systems and procedures into place that have increased Argos's profits and quality of service, as well as improving working standards among staff and within the stockroom.



"I welcome the key role that Apprenticeships play both in realising the potential of individuals and in ensuring that the UK economy benefits from a highly skilled workforce."

Gordon Marsden, MP

Gordon Marsden, MP talks to apprentice Wayne Ashman on a visit to see apprentice chefs at the Carousel Hotel in Blackpool.

Our priorities for 2009–2010

To expand the number of Apprenticeship places offered by employers, including those in the public sector.

To increase the number, quality and background of people applying for Apprenticeships, and in particular supporting 16- to 18-year-olds.

To make it easier for employers and individuals to search and apply for vacancies through the online Apprenticeship Vacancies system.

To develop and implement Service Quality Standards to all key stakeholder groups.

To ensure that the funding for Apprenticeship places is available, responsive to need and delivers value for money.

To develop high-quality data and management information, supported by ongoing research into Apprenticeship delivery.

To deliver a Marketing and Communication Strategy that ensures that stakeholders are aware of the benefits of Apprenticeships.

To recruit, develop and support all staff within the NAS.

To develop a policy analysis programme which focuses on the immediate and longer-term needs to improve the quality of Apprenticeships.

How we will achieve our priorities

1

Expand the number of Apprenticeship places offered by employers, including those in the public sector.

- Develop national and regional employer engagement strategies.
- Work directly with employers to support them in the implementation of Apprenticeships in the workplace.
- Develop up to 10 Apprenticeship Training Agencies (ATAs) and expand the Group Training Association (GTA) provision.
- Implement the NAS public sector action plan.
- Maximise the potential of Apprenticeships in public procurement.
- Facilitate the rapid development of new Apprenticeships Frameworks.
- Support providers to increase the number of employers they work with.
- Build relationships with all key employer organisations to ensure they have all they need to actively and knowledgeably promote Apprenticeships to businesses.
- Work with those who engage employers on skills development to avoid complexity for employers.

2

Increase the number, quality and background of people applying for Apprenticeships, and in particular supporting 16- to 18-year-olds.

- Build relationships with key partner organisations to stimulate a demand from learners, e.g. Connexions, Jobcentre Plus, nextstep.
- Develop plans to engage young people currently in employment without training.
- Introduce mentoring support for those learners who need it.
- Improve the number of learners from diverse backgrounds on the Apprenticeship programme.
- Work with DCSF to establish Apprenticeships alongside other 14–19 options.
- Highlight the range of options and careers available within Apprenticeships for young people.
- Work with partner organisations to increase progression opportunities for learners.
- Provide case studies and role models to highlight the opportunities of Apprenticeships.

3

Make it easier for employers and individuals to search and apply for vacancies through the online Apprenticeship Vacancies system.

- Address provider and employer barriers to using the system.
- Develop key processes, particularly relating to unsuccessful candidates and linkages with Connexions.
- Proactively promote the Apprenticeship Vacancies system to increase the number of vacancies online.
- Ensure the online system is where Apprenticeship opportunities are advertised.

4

Develop and implement Service Quality Standards to all key stakeholder groups.

- Map each customer journey to ensure that every lead is maximised.
- Benchmark and monitor employer and learner service delivery standards.
- Remove unnecessary bureaucracy throughout the entire Apprenticeship process.
- Extend electronic record-keeping to reduce the burden on employers and providers.
- Develop and agree a Provider Quality Improvement Plan.

5

Ensure that the **funding for Apprenticeship** places is available, responsive to need and delivers value for money.

- Develop a clear process for funding Apprenticeship places, ensuring consistency with the Skills Funding Agency (SFA) and the Young People's Learning Agency (YPLA).
- Ensure clarity of shared services between the three organisations (SFA, YPLA and NAS).
- Continuously review whether Apprenticeship provision offers value for money.
- Embed key business processes, systems and controls.

6

Develop high-quality **data and management information**, supported by ongoing research into Apprenticeship delivery.

- Develop enhanced datasets to enable us to drive the business plan and support strategic decision-making.
- Develop an annual research programme to provide evidence and insight.
- Improve data to ensure effective monitoring of public sector employers.

7

Deliver a **Marketing and Communication Strategy** that ensures that stakeholders are aware of the benefits of Apprenticeships.

- Review current strategy and amend where appropriate.
- Develop and publish information for learners, employers, providers and intermediaries which clearly describes the benefits of Apprenticeships.
- Celebrate the success of apprentices and employers through a regional and national Awards programme.
- Create a 2010 Apprenticeship Week which actively engages a full range of stakeholders.
- Develop and implement a communication strategy to employers articulating the business case.
- Manage and develop the Apprenticeships brand.

8

Recruit, develop and support all staff within the NAS.

- Complete the recruitment of NAS staff.
- Complete a staff skills audit and equip them with the skills needed to support employers and learners.
- Design a leadership development programme that will support and deliver our ambitions.
- Implement a comprehensive development programme for the Employer Service team.
- Hold the first NAS staff conference.
- Recruit our first NAS apprentices.
- Prepare the NAS for Investors in People accreditation.

9

Develop a policy analysis programme which focuses on the immediate and longer-term needs to improve the quality of Apprenticeships.

- Complete the consultation on the Specification of Apprenticeship Standards and begin its implementation.
- Produce guidance on implementing flexibilities for Apprenticeship training through the economic downturn.
- Review the strategy for Programme-Led Apprenticeships and make recommendations to Ministers.



"The real gains from Apprenticeships are to be found in the moulding of the young person in attitude, determination and flexibility; all essential in running a small business where our customers expect a personal touch."

Bill Lumsden
Managing Director,
Complete Computer Systems

Who
we
are

The NAS will have 400 employees, 50 of these at the National Office and the rest within the nine English regions. The majority of these staff will be outward-facing, engaging directly with employers and those who advise learners, especially schools and the Connexions service.

NAS will also run Apprenticeship Vacancies, the online matching system, bringing potential apprentices and employers together simply and quickly.

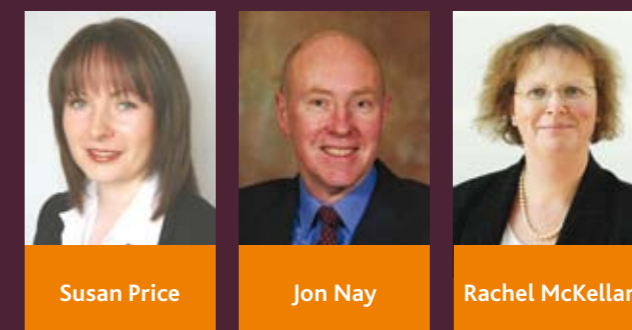
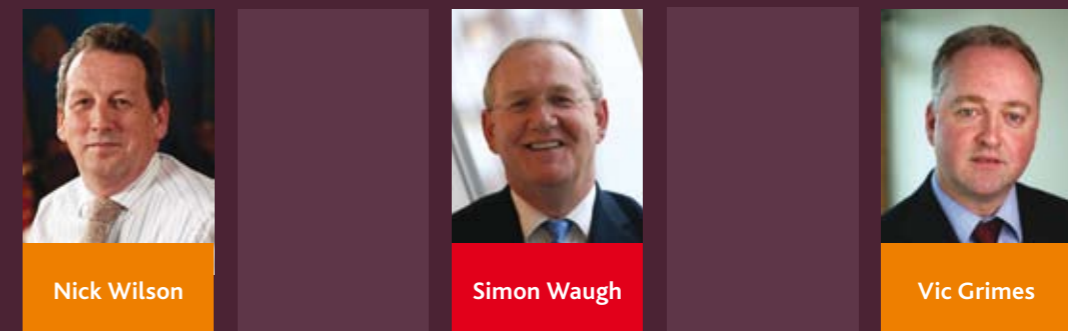
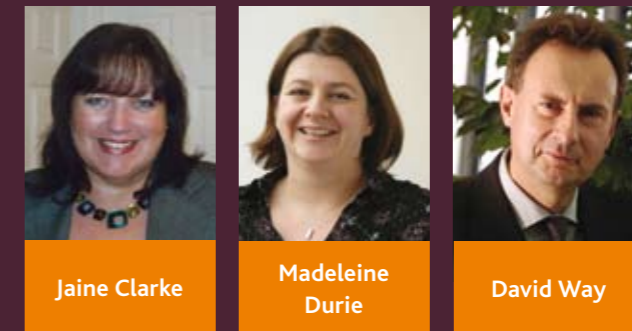
The NAS has a senior management team consisting of four National Directors and nine NAS Apprenticeship Directors.

National Directors

- Simon Waugh, Chief Executive Simon.Waugh@lsc.gov.uk
- David Way, Deputy Chief Executive David.Way@lsc.gov.uk
- Jaine Clarke, Apprenticeship Director – Business Delivery Jaine.Clarke@lsc.gov.uk
- Madeleine Durie, Apprenticeship Director – Policy, Performance and Funding Madeleine.Durie@lsc.gov.uk

Apprenticeship Directors

- John Chudley, Apprenticeship Director – South West John.Chudley@lsc.gov.uk
- Vic Grimes, Apprenticeship Director – London Vic.Grimes@lsc.gov.uk
- Stephen Lilley, Apprenticeship Director – West Midlands Stephen.Lilley@lsc.gov.uk
- Rachel McKellar, Apprenticeship Director – South East Rachel.McKellar@lsc.gov.uk
- Jon Nay, Apprenticeship Director – East of England Jon.Nay@lsc.gov.uk
- Susan Price, Apprenticeship Director – North West Susan.Price@lsc.gov.uk
- John Wayman, Apprenticeship Director – North East John.Wayman@lsc.gov.uk
- Nick Wilson, Apprenticeship Director – Yorkshire and the Humber Nick.Wilson@lsc.gov.uk
- Karen Woodward, Apprenticeship Director – East Midlands Karen.Woodward@lsc.gov.uk



National Employer Service

The NAS will work with the LSC's National Employer Service (NES) which promotes Apprenticeships to the country's largest employers.

NES Director Hilary Chadwick can be contacted on 02476 82 3275 or Hilary.Chadwick@lsc.gov.uk

"When I started my Apprenticeship I was earning from day one, developing invaluable skills within the workplace. With the skills I have gained doing my Apprenticeship there will always be work and I can go anywhere in the world. It will give me a job for the rest of my life."

Carla Jones
Apprentice gas fitter



How we will work with other bodies

The NAS understands the importance of working well with the wide range of organisations which influence the successful delivery of Apprenticeships. It already has a stakeholder group with partner bodies represented on it. The NAS will build on this arrangement in order to ensure that we are clear about what we need and offer. We want to quickly establish a strong reputation for excellent partnership working.

Government

The Chief Executive of the National Apprenticeship Service is directly accountable to the Secretaries of State for DIUS and DCSF and reports twice yearly to the Prime Minister on progress. The NAS will also support central departments in delivering their own Apprenticeship action plans.

Employers

The NAS has been established to work with employers in order to encourage many more to take on apprentices. We will therefore work with employer bodies such as the Confederation of British Industry, the British Chambers of Commerce, the Institute of Directors and the Federation of Small Businesses; as well as with the UK Commission for Employment and Skills (UKCES), Sector Skills Councils and the Apprenticeship Ambassadors Network. In particular, we will promote the business case for investing in Apprenticeships; ensure the availability of suitable training frameworks; and make taking on apprentices a simple process and a rewarding experience.

Learners and advisers

The NAS will work closely with those who advise young people and adults on their learning and training options so that they feel confident in their knowledge and understanding of Apprenticeships. Our key partners in this will include Connexions, schools, Education Business Partnership organisations, 14–19 partnerships and Jobcentre Plus.

Colleges and training providers

We will ensure that there is a close working relationship with college and provider business teams in order to expand existing markets and to reach new employers and vital new growth sectors. The NAS will help new employers to find the best provider for them and enable providers to promote themselves through the Apprenticeship Vacancies system. We will also encourage providers to achieve the Training Quality Standard and to deliver all-year round Apprenticeship starts, in line with business needs.

Trade unions

We will work with trade unions, in particular through union learning representatives, who encourage employers and employees to take the opportunities that Apprenticeships offer.

Local authorities

Local authorities will be key partners and will work closely with us to ensure that the needs of local people and business are met. We will work formally through new commissioning arrangements for Apprenticeship places. We will also support local authorities in their role as employers of apprentices and champions of skills, especially for those young people who wish to choose work-based learning.

Higher education

Research shows that most apprentices who successfully complete their training are interested in progressing to higher education at some point. We will therefore work with the Higher Education Funding Council for England (HEFCE), UCAS and Sector Skills Councils to maximise clear progression opportunities; and with individual higher education institutions as employers of apprentices.

Brokers

In order to help Business Link brokers advise employers thoroughly and appropriately, we will make sure they have a detailed and up-to-date understanding of the Apprenticeships programme and the support available to employers. The NAS field force is also there to provide additional expertise and support to employers if needed, alongside the information on our website and the Apprenticeship Vacancies online system.

Regional Development Agencies

We will work with RDAs in order to ensure that Apprenticeships are at the heart of the skills and economic development agenda for each region. As with many of our other partners, we will work to maximise the potential of procurement decisions to position apprentices at the heart of regional development projects.

Communications to stakeholders

To ensure that the views, knowledge and advice of our stakeholders are fully incorporated into the work of the NAS we will:

- organise activities and involve stakeholders in large campaigns such as Apprenticeship Week and the Apprenticeship Awards
- meet with the full range of stakeholders on a regular basis
- give clear information about our services and programmes to partners, including Management Information to key stakeholder groups, including Sector Skills Councils
- provide regular briefings and continue to produce the 'Apprentice' newsletter, as well as regularly updating the Apprenticeship website apprenticeships.org.uk
- engage with key employers/learner organisations to update our knowledge of their needs
- speak at, and take part in, conferences and events
- provide a range of materials for providers' and stakeholders' organisations which clearly demonstrate the benefits of Apprenticeships, to use in their own activities.



Apprentices make things happen

In February 2009, Sir Alan Sugar was featured in adverts talking to apprentices and witnessing the difference they are making in today's business world. He also took part in high profile seminars around the country, where employers got the chance to learn more about the business benefits of employing apprentices during the economic downturn.

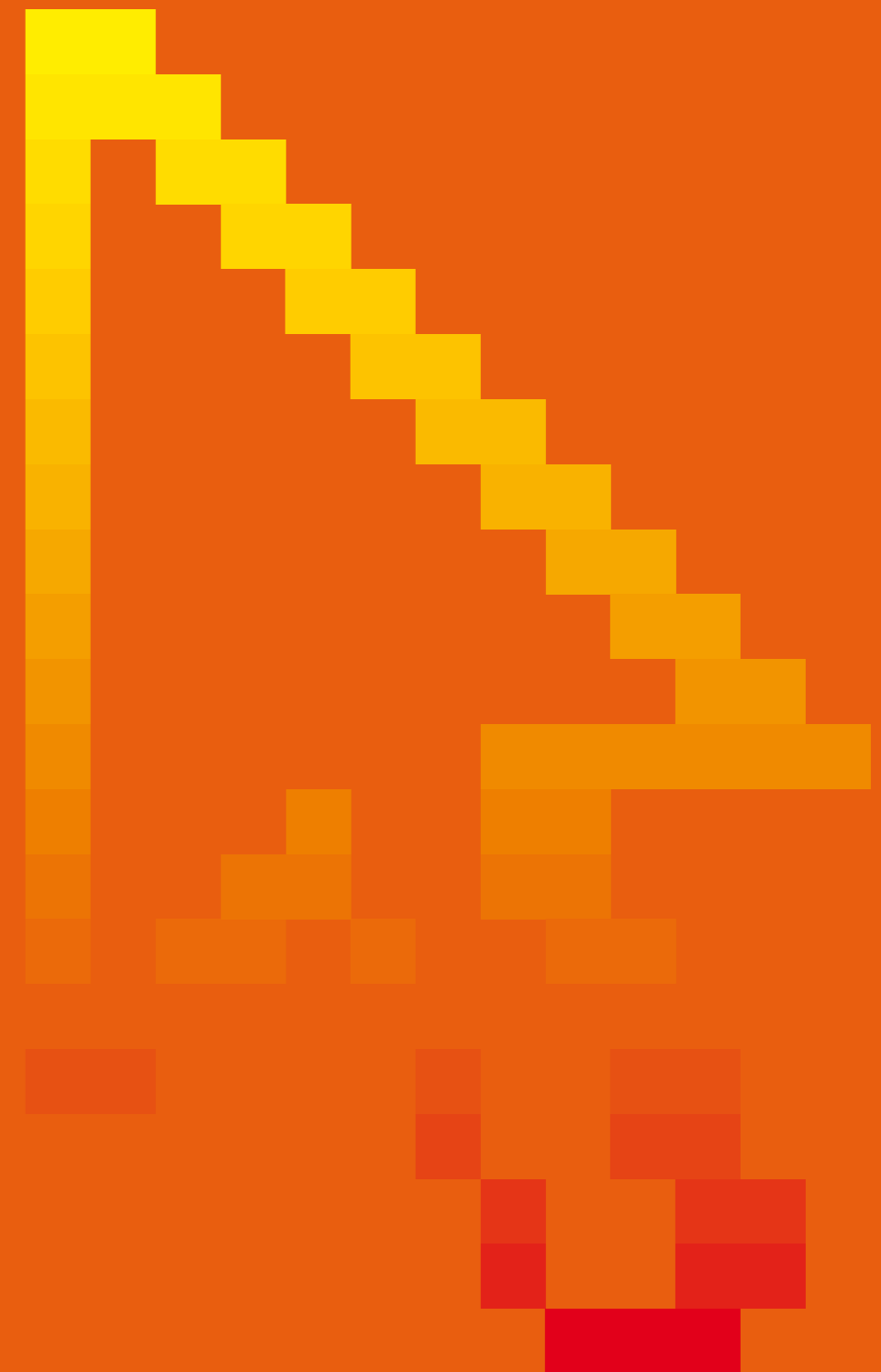
The Apprenticeship website

The Apprenticeship website (apprenticeships.org.uk) was re-launched in November 2008. It promotes Apprenticeships through a new user-friendly design with many additional features. Its role is to provide information, advice and guidance to employers, potential apprentices, intermediaries and stakeholders. In the last six months alone it has attracted over one million visitors.

It is the sole portal to the Apprenticeship Vacancies online system and also allows visitors to enquire about Apprenticeships using either the employer or learner online enquiry forms.

As well as Apprenticeship Vacancies the website offers:

- information for potential apprentices about the range of Apprenticeships available
- information for employers about the key business benefits of Apprenticeships
- a search function for information on transferable skills and employment rights and responsibilities
- links to Sector Skills Councils and government departments
- case studies from employers and apprentices
- FAQs for each audience, containing information on topics from eligibility to minimum salary
- a feedback section allowing users to suggest new functionality and content, and to draw our attention to any technical problems.



**Case
study:
Pendennis**

“One of the main benefits of our Apprenticeship schemes is that the apprentices inject skills, 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 level of skills and discipline.”

Jill Carr
Training Manager,
Pendennis

Founded in 1988, Pendennis has developed a worldwide reputation for building as well as refitting luxury motor and sailing yachts to the highest of standards. The company takes pride in its local roots in Falmouth, Cornwall, and began employing apprentices a decade ago, aiming to train local young people as engineers, electricians, joiners and fabricator/welders. Pendennis was so pleased by the results of its initial Apprenticeships that it went on to extend the programme in 2005 by creating a second Apprenticeship in Yacht Surface Finishing. In the 2008 Apprenticeship Awards, Pendennis was the winner in the Large Employer of the Year category.





Case
study:
Heathrow

“A total of 44 retail employers have apprentices on our programme. Apprenticeships help on all fronts: they aid recruitment by making a career in airport retail more attractive; they improve retention as learners feel valued and optimistic about their career prospects; and they develop the skills that airport employers need.”

Karima Sakhi
Retail Academy Manager,
Heathrow Airport

Heathrow Airport Retail Academy delivers Apprenticeships to over 90 apprentices who work within their 5,335 strong workforce.

Matching Apprenticeship Vacancies

A fundamental aim of the NAS is to create a more responsive and supportive mechanism for employers and learners. One of the ways we will do this is through matching prospective apprentices with employers. This will streamline the whole process of matching potential apprentices with the appropriate Apprenticeships and will be used by candidates, employers and training providers across the country.

The NAS will make it easier for would-be apprentices to identify opportunities and broaden the pool of would-be apprentices for employers to choose from.

“Being an apprentice gives you the best of all worlds. I think it’s the ideal balance between hands-on experience in the workplace and day release at college to get the background theory and knowledge you need to reflect on your progress.”

Rory Gilbert
Apprentice, Prodrive

The **Apprenticeship Vacancies online system** has been created especially for this task and is fully supported by helpline assistance to help users choose the best route for them. It also tracks learners’ and employers’ progress through the system and identifies where intervention is needed – for example if someone is unsuccessful in applying for an Apprenticeship they may need to review their approach to applications, their interview technique or CV.

Apprenticeship Vacancies also provides information on Apprenticeships, employers who offer them and the Apprenticeships that people are looking for. This helps the NAS to focus its efforts to meet demands.

If you are a potential apprentice

Potential apprentices can register and search for vacancies online. Individuals are able to select Apprenticeship vacancies in their chosen occupational area and/or job role through tailored search criteria. They can apply for vacancies either using the online application or (where specified) through a link to the employer’s or provider’s own application process. The online application form is quick and re-usable and learners can apply for as many vacancies as they wish, managing their applications online. They can also find information on salary levels and progression routes.

“The reason we operate an Apprenticeship programme is that we require a very particular set of skills that is virtually unobtainable in the market generally.”

John Barmby
Engineering Workshop Manager,
Prodrive

If you are an employer or learning provider

Employers and training providers who have no current direct contract with the LSC can submit vacancy details which will then be approved by the NAS. Those who already have a direct Apprenticeship contract with the LSC can upload vacancies straight on to the system. Potential apprentices can then search and apply.

Apprenticeship Vacancies can also help new employers choose which training provider to work with. Employers and training providers can also create individualised areas containing more information on their organisation.

The service also includes an enhanced search function and SMS text alerts for candidates, as well as access for key stakeholders, such as Connexions and Jobcentre Plus, to enable them to search for Apprenticeship vacancies for their clients.

For more information please visit
apprenticeships.org.uk
or telephone **0800 015 0600**

Important dates

27 April 2009
NAS launch

29 April 2009
Group Training Association (GTA)/
Apprenticeship Training Agencies (ATA) Prospectus launch

6 May 2009
NAS
Parliamentary launch

29 May 2009
Specification of Apprenticeship Standards for England consultation closes

16 July 2009
2009 Apprenticeship Awards

The Awards, now in their sixth year, have been designed to celebrate the success of apprentices who have made a real difference both to their own future and to the organisation they work for. The Awards also recognise the hard work of employers who are successfully tackling skills shortages and building their future workforce through Apprenticeships.

September 2009
New Specification of Apprenticeship Standards for England published

Apprenticeship Expansion Pilots take on their first additional apprentices

October 2009
Successful GTA/ATA projects announced

December 2009 (TBC)
Nominations for the 2010 Apprenticeship Awards open

February 2010 (TBC)
Apprenticeship Week

Apprenticeship Week 2009 was an opportunity to celebrate and recognise the essential role that Apprenticeships play in today's business world. Across the length and breadth of the country, across sectors and industries, employers and providers, Sector Skills Councils and LSC regions, the diversity and strength of the Apprenticeships story was conveyed through print media, broadcast, networking events, seminars and advertisements. We will build on this activity in Apprenticeship Week in 2010.

April 2010
Annual Report and National Conference

During this time the Apprenticeship, Skills, Children and Learning Bill will be progressing through Parliament.

National Apprenticeship Service

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