


# Employers

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 2008*



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

*Jill Carr, Training  
Manager, Pendennis*



By 2020, one in five  
young people will do  
an Apprenticeship,  
recognising the excellent  
career prospects this  
offers them

*Learning and Skills  
Council*



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

# Join the smart money

## Move into Apprenticeships

**What do BT, Tesco and Pendennis have in common? The answer is that they are all 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.

### **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 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 online Apprenticeship vacancies (see page 6). We've also got a new 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 2008.



# 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 recognised BTEC 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 Learning and Skills Council 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 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.

### Do apprentices learn basic skills?

Yes. All apprentices must learn key skills that support them in their job, including Communication and Application of Number. They may also take other key skills such as Information and Communication Technology, Working with Others and Problem Solving.

### 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 some cases, a relevant knowledge-based qualification such as a BTEC. These provide the skills you need for your chosen career and allow entry to:

#### 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, you should ideally have five GCSEs (grade C or above) or have completed an Apprenticeship.

#### 3 Higher Apprenticeships

Higher Apprenticeships 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 Learning and Skills Council for both public and private sector employers. The size of the contribution varies from £1,500–£3,000 up to £10,000–£15,000 depending on your sector and the age of the candidate.

This is paid directly to the organisation that provides and



supports the Apprenticeship. If you are a small business, this may be a training provider. Large employers with a direct contract with the Learning and Skills Council may receive the funding themselves.

### **How do I choose a training provider?**

You should make sure that the provider offers a high-quality programme. Ask for evidence of performance and get references from other employers who use them. As all training providers are inspected, you could also ask to see the inspection report. You should be clear about what funding the provider will receive from the Learning and Skills Council and what, if anything, you will be required to contribute. If in doubt, contact your local Learning and Skills

Council (see [lsc.gov.uk](http://lsc.gov.uk)). Ask the training provider if they have been certified by Training Quality Standard. This is an independent quality mark recognising the best providers of training solutions to employers. Visit [trainingqualitystandard.co.uk](http://trainingqualitystandard.co.uk).

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

You can see the opinion of two employers who offer Apprenticeships on page 8 of this brochure. You can also read about employers' experiences at [employersforapprentices.gov.uk](http://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.

# Over 130,000 businesses

## More than 80 sectors

There are about 180 types of Apprenticeships available from more than 130,000 businesses in England, from accountancy to animal care to construction.

If you feel the existing frameworks listed here do not fit your business, you can contact your Sector Skills Council and talk to them about developing an Apprenticeship suited to you.

Key: A = Apprenticeship

AA = Advanced Apprenticeship

HA = Higher Apprenticeship

<b>Agriculture, Horticulture and Animal Care</b>	A	AA	HA
Agriculture Crops & Livestock	✓	✓	
Amenity Horticulture	✓	✓	
Animal Care	✓	✓	
Animal Technology	✓		
Environmental Conservation	✓	✓	
Equine	✓	✓	
Farriery		✓	
Floristry	✓	✓	
Game and Wildlife Mangement	✓	✓	
Land-based Service Engineering	✓	✓	
Production Horticulture	✓	✓	
Saddlery	✓	✓	
Veterinary Nursing	✓	✓	
<b>Arts, Media and Publishing</b>	A	AA	HA
Creative Apprenticeship	✓	✓	
Design	✓	✓	
QA Games Testing	✓		
Staff Photographers		✓	

<b>Business, Administration and Law</b>	A	AA	HA
Accounting	✓	✓	
Advising on Financial Products		✓	
Business Administration	✓	✓	
Community Justice		✓	
Contact Centres	✓	✓	
Customer Service	✓	✓	
Marketing and Communications	✓	✓	
Payroll	✓	✓	
Providing Financial Services	✓	✓	
Purchasing and Supply Management	✓	✓	✓
Sales & Telesales	✓	✓	
Team Leading and Management	✓	✓	
<b>Construction, Planning and the Built Environment</b>	A	AA	HA
Building Services Engineers		✓	
Construction	✓	✓	
Dry Stone Walling	✓		
Electrical & Electronic Servicing	✓	✓	
Electrotechnical	✓	✓	
Fencing	✓		
Gas Industry	✓	✓	
Gas Network Operations	✓	✓	
Heating, Ventilation, Air Conditioning and Refrigeration	✓	✓	
Nuclear Decommissioning		✓	
Plumbing	✓	✓	
Set Crafts		✓	
Trees and Timber	✓		

<b>Education and Training</b>	A	AA	HA
Learning and Development (Direct Training & Support)		✓	
Supporting Teaching and Learning in Schools	✓	✓	
<b>Engineering and Manufacturing Technologies</b>	A	AA	HA
Apparel	✓	✓	
Building Products Occupations	✓	✓	
Ceramics	✓		
Coatings Operations	✓	✓	
Driving Goods Vehicles	✓	✓	
Electricity Industry	✓	✓	
Engineering	✓	✓	
Engineering Construction	✓	✓	
Food Manufacture	✓	✓	
Footwear and leathersgoods	✓	✓	
Furniture, Furnishings and Interiors Industry	✓	✓	
Glass Industry Occupations	✓	✓	
Industrial Applications	✓		
Marine Industry	✓	✓	
Metals Industry	✓	✓	
Passenger Carrying Vehicles Driving - Bus and Coach	✓		
Polymer Processing Operations	✓	✓	
Print & Printed Packaging	✓	✓	
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	✓	✓	
Retail Motor Industry: Vehicle Sales	✓	✓	
Signmaking		✓	
Specialised Process Operations (Nuclear)	✓		
Textiles	✓	✓	
Traffic Office	✓	✓	
Transport Engineering and Maintenance	✓	✓	
Trial Higher Apprenticeship (L4) Engineering			✓
Water Industry	✓	✓	

<b>Health, Public Services and Care</b>	A	AA	HA
Advice and Guidance	✓	✓	
Children's Care, Learning and Development	✓	✓	
Community Development	✓	✓	
Dental Nursing		✓	
Emergency Fire Service Operations		✓	
Health and Social Care	✓	✓	
Housing	✓	✓	
Laboratory Technicians	✓	✓	
Optical	✓	✓	
Pharmacy Assistants and Technicians	✓	✓	
Public Services	✓		
Security Industry	✓	✓	
Spa Therapy		✓	
Support Services in Healthcare	✓		
Youth Work	✓	✓	
<b>Information and Communication Technology</b>	A	AA	HA
IT and Telecomms Professionals	✓	✓	
IT User	✓	✓	
Trial Higher Apprenticeship ICT Professional			✓
<b>Leisure, Travel and Tourism</b>	A	AA	HA
Active Leisure and Learning	✓	✓	
Aviation Operations on the Ground	✓	✓	
Cabin Crew	✓	✓	
Events	✓	✓	
Sporting Excellence		✓	
Travel & Tourism Services	✓	✓	
<b>Retail and Commercial Enterprise</b>	A	AA	HA
Barbering	✓	✓	
Beauty Therapy	✓	✓	
Carry and Deliver Goods	✓		
Extractive and Mineral Processing	✓	✓	
Hairdressing	✓	✓	
Hospitality & Catering	✓	✓	
Mail Services	✓		
Nail Services	✓	✓	
Property Services	✓	✓	
Retail	✓	✓	
Storage and Warehousing		✓	
Warehousing and Storage	✓		
<b>Science and Mathematics</b>	A	AA	HA
Process Technology	✓	✓	

# Recruitment made easy

## Advertise your vacancies online

Candidates can now search and apply for Apprenticeships online – this new service enables you to advertise your vacancies online and find candidates who match your criteria.

The service is available at [apprentices.org.uk](http://apprentices.org.uk) and is easy to use. You simply register online and then we will help you upload your Apprenticeship vacancy free of charge.

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 service 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.



# Your next steps

## Get started with Apprenticeships

The next step is to discuss your exact training requirements with an Apprenticeships representative. If you haven't already been in contact with us, please call 08000 150 600 or visit [apprenticeships.org.uk](http://apprenticeships.org.uk).



# Case studies

## The word from employers

Case study

1

### Jill Carr, Training Manager, Pendennis

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.

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



Case study

2

### Dave Walsh, Head of BT Apprenticeships

Our investment in our apprentices exceeds the framework requirements in both learning and skills. We offer academic and empirical learning, designed to help develop individuals beyond their immediate role. This helps our apprentices apply their new-found skills when dealing with BT customers – a key skill, as customer service is a number one performance indicator for BT.



## The word from employers

Case study

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.

Note: Rachael Hoyle was the winner in the Advanced Apprentice of the Year category in the Apprenticeships Awards 2008.



Case study

2

### Nimesh Chauhan, BT apprentice

I'm currently working with the general manager in Coventry, reviewing our branch's expenses. This time last year I was sitting in an exam – now I'm discussing finance for projects of over £400,000. How many 18-year-olds are able to say that? My Apprenticeship has really broadened my horizons and helped me to understand other people's points of view: an important skill both inside and outside work.





**Our  
future.  
It's in  
our hands.**



Funded by:



Leading learning and skills

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