

Apprenticeships: opening doors to a better future



Our
future.
It's in
our hands.



Call **08000 150 400**
or visit www.apprenticeships.org.uk

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Why are Apprenticeships important?

A generation ago, a British prime minister had to worry about the global arms race. Today a British prime minister has to worry about the global skills race ... because the nation that shows it can bring out the best in all of its people will be the great success story of the coming decades.

Prime Minister Gordon Brown, QE II, London, 28 January 2008

Apprenticeships are at the forefront of the Government's agenda because they are a proven means of providing the next generation with the skills and knowledge they need to take their place in the workforce.

We are aiming for one in every five young people to undertake an Apprenticeship and for adults to have the opportunity too.

What is an Apprenticeship?

An Apprenticeship is a blend of on- and off-the-job training that provides the individual with the skills they need for their chosen career, while earning a wage. Employers that offer Apprenticeships reap the benefits of improved productivity, higher-quality employees and increased staff retention.

Who can do an Apprenticeship?

Anyone living in England who has yet to achieve a university degree can take an Apprenticeship. In 2007 the upper age limit was removed, so Apprenticeships are now available to everyone over the age of 16. Entry requirements are flexible because Apprenticeships aren't just based on academic achievements – employers are looking for a readiness to work and a desire to learn.

We want every young person and every adult, regardless of their background, to have the opportunity to fully participate in the life and success of their community. Skills are the key to unlocking the potential in our society. The expanded and improved Apprenticeships programme is absolutely central to this Government's unprecedented investment in the skills of our people. I call on businesses, community leaders and political representatives to promote Apprenticeships, giving them the profile and status that they deserve, and ensuring that an Apprenticeship place is available to everyone who needs one.

David Lammy MP, Minister for Skills

Who can take on an apprentice?

Anyone can hire an apprentice. Designed for employers by employers, Apprenticeships are tailored to meet the specific needs of companies of all sizes and sectors.

How many apprentices are there?

Around 200,000 apprentices start each year and more than 110,000 individuals completed their Apprenticeships in 2007. Over 130,000 businesses in England offer Apprenticeships.

Over 63 per cent of apprentices achieve their full Apprenticeship today. This achievement rate compares favourably with other European countries, but we are aiming to increase it to 70 per cent or more over the coming years.

By 2020, Apprenticeships will have supplied more than 2 million skilled and qualified apprentices into the workforce.

What do apprentices earn?

All employed apprentices must receive a wage of no less than £80 per week, although recent research found that apprentices earn an average of £170 net per week.¹ The highest-paying sector is Electrotechnical, at £210 per week.

Moreover, research shows that apprentices earn, on average, over £100,000 more throughout their lifetime than employees without an Apprenticeship.

Why do businesses value their apprentices?

Businesses value apprentices because they improve their performance. According to a recent survey:

- 83 per cent of employers rely on their Apprenticeship programme to provide the skilled workers they need for the future;
- 77 per cent believe Apprenticeships make them more competitive;
- 76 per cent say Apprenticeships improve productivity;
- 80 per cent find that Apprenticeships reduce staff turnover;
- 57 per cent report that a high proportion of their apprentices go on to management positions within the company;
- 59 per cent report that training apprentices is more cost-effective than hiring skilled staff;
- a similar number believe that Apprenticeships lead to lower overall training costs;
- 53 per cent feel that apprentices reduce recruitment costs; and
- in terms of the return on investment linked to Apprenticeships, 41 per cent say that their apprentices make a valuable contribution to the business during their training period, while a further third (33 per cent) report that apprentices add value within their first few weeks – or even from day one.

I was blown away with the investment Rolls-Royce has made in the Apprenticeship programme at this leading-edge factory. The level of craftsmanship needed to produce one of their high-quality cars is incredible. The apprentices are being taught skills that I thought were a thing of the past – it is very encouraging and impressive to see it in action. There's a real sense that a future British workforce is being trained in an excellent way.

Sir Alan Sugar, visit to Rolls-Royce's Apprenticeship programme, 15 February 2008

¹ BMRB research conducted on behalf of the Department for Innovation, Universities and Skills: *Apprenticeship Pay: 2007 Survey of Earnings by Sector*

² University of Sheffield (2007) *A cost-benefit analysis of Apprenticeships and other vocational qualifications*

³ Populus research conducted on behalf of the Learning and Skills Council, February 2008

What Apprenticeships are available?

Business and professional services

Advising on financial products
 Cleaning and support service industry
 Design
 Learning and development (direct training and support)
 Mail services
 Munition clearance and search occupations
 Retail financial services
 Security industry
 Trial higher Apprenticeship ICT professional

Business functions

Accounting
 Business administration
 Contact centres
 Customer service
 IT services and development
 IT user
 Management and team leading
 Payroll
 Sales and telesales
 Storage and warehousing
 Wholesale, distribution, warehousing and storage

Construction and property

Construction
 Construction diploma
 Heating, ventilation, air conditioning and refrigeration
 Highways maintenance
 Housing
 Property services

Engineering

Building services engineers
 Electrical and electronic servicing
 Electricity industry
 Electrotechnical
 Engineering
 Engineering construction
 Land-based service engineering
 Marine industry
 Mechanical engineering services: plumbing
 Trial higher Apprenticeship (Level 3) engineering
 Trial higher Apprenticeship (Level 4) engineering

Environmental activities

Agriculture, crops and livestock
 Amenity horticulture
 Animal care
 Animal technology
 Arboriculture
 Dry stone walling
 Environmental conservation
 Equine
 Farriery
 Game and wildlife management
 Production horticulture
 Trees and timber
 Veterinary nursing

Health and care

Children's care, learning and development
 Dental nursing
 Health and social care
 Pharmacy assistants and technicians
 Support services in healthcare

There are over 180 types of Apprenticeship available in more than 80 sectors of industry and commerce. In addition, employers that offer their own high-quality training programme can have this accredited as an Apprenticeship if it meets the Apprenticeship blueprint.

Manufacturing and production

Apparel
 Building products occupations
 Coatings operations
 Extractive and mineral processing
 Fitted interiors
 Food manufacture
 Furniture industry
 Glass industry
 Industrial building systems
 Metals industry
 Nuclear decommissioning
 Optical
 Polymer processing operations
 Process technology
 Saddlery
 Signmaking
 Textiles

Media

Events
 Games testing
 Print and printed packaging
 TV production

Public sector

Advice and guidance
 Community development
 Community justice
 Public services
 Teaching assistants
 Youth work

Retail and leisure

Active leisure and learning
 Barbering
 Beauty therapy
 Hairdressing
 Hospitality and catering
 Nail services
 Retail
 Spa therapy
 Sporting excellence
 Travel and tourism services

Telecommunications and utilities

Communication technologies
 Gas industry
 Gas network operations
 Water industry

Transport and automotive

Aviation
 Cabin crew
 Carry and deliver goods
 Driving goods vehicles
 Passenger-carrying vehicle driving – bus and coach
 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
 Traffic office
 Transport engineering and maintenance

What are employers saying?

Our analysis shows apprentices to be 25 per cent more productive than staff trained elsewhere.

Willie Nicoll

Case study

1

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 newfound skills when dealing with BT customers – a key skill, as customer service is a number one performance indicator for BT.



Case study

2

Dr Adrian Birch, Manager of Training Delivery, Land Rover and Jaguar

Apprenticeship training has resulted in real and measurable benefits for Land Rover and Jaguar. Training high-calibre apprentices has been crucial to stemming a shortage of specialist Land Rover and Jaguar dealership staff, improving our car dealer profitability and customer service.



Case study

3

Willie Nicoll, National Training Manager, British Gas Services

We fully recognise the business benefits of growing our own engineers – they live the culture and our customer service principles are embedded from the very outset. Our analysis shows apprentices to be 25 per cent more productive than staff trained elsewhere.



Image shows typical British Gas apprentice

Case study

4

Margaret Naylor, Dinnington Dental Practice

We believe that good training raises the standard of the service we offer our patients and increases the effectiveness of our workforce. Motivated and trained staff are more reliable, will take less sick leave and will be willing to take on more responsibility. We have a policy of training apprentices not only for the present job but also for their future potential.



What are apprentices saying?

This time last year I was sitting in an exam – now I'm discussing finance for projects of over £400,000.

Nimesh Chauhan

Case study

1

Lucy Rouillon, Advanced Apprenticeship in Business Administration

In the space of two years I have completed my Advanced Apprenticeship, been promoted twice and have recently been asked to be the NHS Apprenticeship Ambassador. I now have the ambition I once lacked and the motivation to go with it. I hope to study for a degree in business administration, and gain a management role in the future.



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.



Case study

3

Gareth Moor, Advanced Apprenticeship in electrical engineering

One of the main benefits of doing an Apprenticeship has been the ongoing training I have received at college and at work. Being continually exposed to different teams and varying projects at work has taught me much more than I would have learnt if I didn't have on-the-job training. The Apprenticeship has allowed me to quickly gain good communication skills and develop working relationships with colleagues at all levels of the company.



Case study

4

Hannah Worsley, Advanced Apprenticeship in management

I have always preferred coursework to exams and the huge benefit of completing an Apprenticeship is that you can learn the skills while doing a job you enjoy. My Apprenticeship has helped my career progress from strength to strength and enabled me to grow as a person. It also supports me in my current role. The apprentices I work with now at Kidsunlimited know I appreciate how demanding it is to balance a job and learning – because I have done it myself.

