

**THE BRIEF**

**GUIDE TO**

**APPRENTICESHIPS**

**WHAT THEY ARE, WHY THEY  
BENEFIT BUSINESSES, AND HOW  
YOU CAN GET INVOLVED**



A young man with brown hair and safety glasses, wearing a blue long-sleeved shirt, is leaning over a large industrial machine in a workshop. He is looking intently at a component of the machine. In the background, another person wearing a striped shirt is partially visible. The workshop has a green wall and various tools and equipment.

**ACCORDING TO OUR RECENT RESEARCH, 'THE ECONOMIC VALUE OF APPRENTICESHIPS', IF CITY & GUILDS WAS SUCCESSFUL IN ACHIEVING ITS MILLION EXTRA TARGET, £4.37 BILLION WOULD BE ADDED TO UK BUSINESSES BY 2020.**

# WHAT IS AN APPRENTICESHIP?

**Apprenticeships are vocational training programmes that help give your employees the sustainable skills and recognised qualifications in a wide range of fields for a long and successful career within your business.**

Through funded, work-based learning, both new and existing employees can learn the skills and knowledge to work with greater effectiveness: more productivity, more motivation, more satisfaction and more loyalty.

City & Guilds is the UK's leading Apprenticeship awarding body, and our qualifications and support are designed to help businesses like yours get the most out of a more qualified, better-trained workforce.

This booklet is aimed at SMEs, like your business. It's part of Million Extra: our mission to get a million people into Apprenticeships by Summer 2013, bringing together employers, training centres and apprentices to create a brighter economic future. Read on to discover how you can play your part and bring the benefits of apprentices to your business.

**81%**

**OF EMPLOYERS AGREE THAT APPRENTICES BOOST PRODUCTIVITY <sup>1</sup>**

**88%**

**AGREE THAT APPRENTICES ARE MORE MOTIVATED AND SATISFIED <sup>1</sup>**

**80%**

**REPORT SAVINGS THROUGH REDUCED STAFF TURNOVER AND INCREASED LOYALTY <sup>1</sup>**

**89%**

**SEE APPRENTICESHIPS AS VITAL TO THE FUTURE OF THEIR BUSINESS <sup>2</sup>**

**£1.4BN**

**IS BEING INVESTED IN APPRENTICESHIPS BY THE GOVERNMENT**

1. National Apprenticeship Service/Populus employer survey (2009). 2. City & Guilds Skills Economy research (2011).

# WHO'S INVOLVED IN APPRENTICESHIPS?

## EMPLOYERS



SMEs make up 99.9% of UK businesses, and are key to economic growth. Across diverse sectors, over 130,000 businesses employ apprentices in everything from catering and engineering to management and ICT.

## TRAINING CENTRES



There are over 700 City & Guilds-approved local training centres in the UK, managing apprentices' programmes whilst supporting employers every step of the way.

## APPRENTICES



City & Guilds has over 300 Apprenticeships, covering roles in management, retail, creative and engineering, with apprentices tailoring their learning to the needs of their employer and their own career goals.

**“WE SEE APPRENTICESHIPS AS A KEY SOLUTION TO OUR LONG-TERM SKILLS NEEDS. WE CONTINUE TO EXPAND THE NUMBER OF APPRENTICES WE TAKE ON AND THE JOB ROLES THEY COVER BASED ON OUR CURRENT AND FUTURE DEMAND FOR SKILLS, AND ARE CURRENTLY EXPLORING A PROGRAMME TO HELP EXISTING STAFF DEVELOP.”**

**JOHN HARLEY - JOINT MANAGING DIRECTOR, ACS OFFICE SOLUTIONS**

**“WE WORK CLOSELY WITH EMPLOYERS TO ENSURE THAT THE CONTENT OF LEARNING AND DELIVERY IS APPROPRIATE TO THEIR BUSINESS. WE ARE HAPPY TO ADAPT, AND EVEN TAILOR-MAKE, UNITS OF LEARNING TO MEET THEIR SPECIFIC NEEDS.”**

**JANICE WOOLLEY - ASSISTANT DIRECTOR FOR BUSINESS DEVELOPMENT & PERFORMANCE LEARNING CONSULTANT, TOTAL PEOPLE**

**“MY APPRENTICESHIP PROVIDED THE PERFECT COMBINATION OF EARNING AND LEARNING. I GAINED A NATIONALLY RECOGNISED CITY & GUILDS QUALIFICATION AS WELL AS INVALUABLE EXPERIENCE OF A REAL WORK ENVIRONMENT - NO COLLEGE OR UNIVERSITY CAN GIVE YOU THAT.”**

**KYLE GRAY - INFRASTRUCTURE SUPPORT OFFICER, CROYDON COUNCIL**

# £1.4BN

**IS BEING INVESTED  
IN APPRENTICESHIPS  
BY THE GOVERNMENT**





# YOUR QUESTIONS ANSWERED

## IS THERE AN APPRENTICE RELEVANT TO MY BUSINESS?

Yes. There is a perception that Apprenticeships are only relevant in practical fields – but this is far from the truth. City & Guilds has over 300 Apprenticeships, covering roles in management, retail, creative and engineering. So wherever your business has a skills gap – whether in catering or administration – there is an apprentice to fill it.

Plus, by working closely with you, training centres can tailor apprentices' learning to meet the flexible and changing needs of your business in the short and long-term.

**“NIMLOK OFFERS APPRENTICESHIP OPPORTUNITIES ACROSS ITS ENTIRE BUSINESS - FROM ELECTRICAL INSTALLATION, PRINT FINISHING, AND WELDING AND FABRICATION, TO MARKETING, CUSTOMER SERVICE AND IT.”**

**DIANE WALTON - HR MANAGER, NIMLOK**

HEAR DIANE'S VIEWS ON APPRENTICESHIPS BY WATCHING OUR DVD INTERVIEWS.



## IS THERE A CLEAR FINANCIAL RETURN ON MY INVESTMENT IN APPRENTICESHIPS?

**1. Savings:** Hiring and training apprentices can actually be cheaper than traditional advertising and recruitment, whilst the proven loyalty of apprentices also reduces the costs associated with high staff turnover.

**2. Return on investment:** Apprentices constitute a more satisfied, motivated and productive workforce, which inevitably benefits your bottom line over the long-term. Beyond this, 81% of consumers prefer to use businesses that support Apprenticeships <sup>3</sup> – giving you an immediate advantage in a crowded market.

**“OVER THE YEARS, WE HAVE MADE SIGNIFICANT SAVINGS IN AGENCY, ADVERTISING AND RECRUITMENT COSTS THROUGH OUR USE OF APPRENTICESHIPS.”**

**MARK KITE – HEAD OF CONTRACTS & DEVELOPMENT, BARCHESTER HEALTHCARE**

## IS IT EXPENSIVE TO HIRE AN APPRENTICE?

It has never been easier or more cost-effective. Whilst City & Guilds works towards Million Extra, the Government is investing £1.4 billion into Apprenticeships. There is an array of funding and incentives available, including:

- **100% of training fees paid for 16-18 year-old apprentices.**
- **50% of training fees paid for apprentices who are 19+ with an expectation that the employer pays the remaining 50%.**
- **Small Employer Incentives of £1,500 per apprentice for SMEs not currently offering Apprenticeships.**
- **Incentives of up to £2,275 for hiring unemployed 18-24 year-olds.**

Your training centre can advise on specific funding opportunities for your business.

**“WE FIND IT REALLY COST EFFECTIVE TO SUPPORT APPRENTICESHIPS WITHIN OUR BUSINESS, ESPECIALLY WHEN YOU CONSIDER THE ADVANTAGES IT BRINGS IN PRODUCTIVITY AND STAFF DEVELOPMENT.”**

**JO NEAL – BUSINESS DEVELOPMENT MANAGER, EXALTO UK LTD**

## AREN'T UNIVERSITY GRADUATES A BETTER OPTION THAN APPRENTICES?

Many talented young people see Apprenticeships as a paid foot in the door of a career, and – as university tuition fees spiral upwards – more and more students are turning to Apprenticeships, meaning that employers now have access to an ever bigger and better talent pool.

The flexibility of Apprenticeships means that apprentices can quickly adapt to changing needs. Employers also agree that apprentices make a contribution to their business from day one, unlike graduates, who can require intensive training. As such, 90% of employers view vocationally trained staff as key to their success <sup>4</sup>.

**“IN CASES WHERE SPECIFIC PRACTICAL SKILLS ARE REQUIRED, THE VOCATIONAL NATURE OF AN APPRENTICESHIP CAN MAKE THE TRANSITION SWIFTER FOR THE EMPLOYER AND THE EMPLOYEE, WHEREAS A GRADUATE WITH ACADEMIC CREDENTIALS BUT LESS PRACTICAL EXPERIENCE MAY REQUIRE MORE TRAINING WHEN THEY START.”**

**CATHERINE TISDALL - WORK EXPERIENCE AND EDUCATION COORDINATOR, NOAH'S ARK ZOO FARM**



# TAKE THE NEXT STEP

If you'd like to bring the benefits of Apprenticeships to your business, the first step is to find a local training centre that can understand your needs and help to train your apprentices. Below, you'll find a little guidance on what happens next.

## 1. Research your local training centres:

- a. Are they City & Guilds-accredited?
- b. What are their success rates?
- c. What standards do they adhere to?
- d. What is their standing in national league tables?
- e. What qualifications do they offer?
- f. How qualified are their staff?
- g. Are there any charges/fees?

## 2. When you find a suitable centre, arrange a meeting:

- a. Ask how they can tailor Apprenticeships to your needs.
- b. Discuss how many apprentices are needed, and in what areas.

## 3. Hire your apprentice:

- a. Advertise via the right channels. Your training centre can advise on this.
- b. Simply review candidates and start hiring.
- c. Your centre will handle training, so you can focus on your business.

If you need more help, you'll find a wealth of information and support online:

**CITYANDGUILDS.COM** The home of City & Guilds on the web

**MILLION-EXTRA.CO.UK** Details of our mission and how to play your part

**APPRENTICESHIPS.ORG.UK** More about the benefits of Apprenticeships

**Find out more on how to play your part at  
[www.million-extra.co.uk](http://www.million-extra.co.uk)**

**Follow us on Twitter  
[@MillionExtra](https://twitter.com/MillionExtra)**



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JANUARY 2012