

Fully up to date  
with the new English  
apprenticeships  
standards and funding  
information

# The employer's guide to apprenticeships

Recruiting and nurturing talent in the brave new  
world of business-led apprenticeships



“Three million more apprenticeships by 2020 means even more life-changing opportunities for our young people. More than that, apprenticeships make sense for business.

We are putting employers at the heart of quality apprenticeships so that young people get the skills they need to succeed.”

Former Business Secretary  
Sajid Javid, 2016

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Tottenham Hotspur Foundation and Hertford Regional College





## A win-win recruitment strategy for your business



## A win-win recruitment strategy for your business

### Quick fact:

Over 250,000 workplaces in England alone offer apprenticeships



Apprenticeships and traineeships help develop a **skilled, motivated and qualified workforce**. Many businesses, just like yours, are viewing them as vital to their long-term growth and development.

Apprenticeships ensure that your workforce has the practical skills and qualifications your organisation needs now and in the future. The mixture of on - and off-the-job learning ensures they learn the skills that work best for your business.

Many employ an apprentice, higher-level or degree apprentice in order to **improve the skills** base within their business and you could also consider creating apprenticeships programmes to upskill existing staff.

Similarly, trainees offer the opportunity to build a **pool of high-quality future recruits** whilst helping young people to take their first steps towards employment or as a **stepping stone to an apprenticeship**.

With help recruiting and funding available too, taking on an apprentice or trainee is a winning strategy for many UK businesses.

This guide will take you through the process of recruiting apprentices, explain the funding available and recent government changes to apprenticeships in England. It will provide you with all the information you need to develop your own work-based learning recruitment strategy. We'll also explain how here at Pearson can help you do that.

## At a glance – Why apprenticeships and traineeships make sense for everyone



19%

of advanced apprentices go on to

higher education



89%

of employers say apprentices make their businesses

more productive



1,300 and growing!

businesses are now involved in designing the new apprenticeship standards



90%

of apprentices stay

in employment

after finishing their apprenticeship



94%

of employers consider traineeships to be an effective way of increasing young people's chances of finding paid jobs and apprenticeships



# The growing economy needs apprentices and trainees – and so does your business

Apprenticeships and traineeships are highly valued in the UK economy and central to future business growth and productivity, which is why the government is planning to increase the number of apprenticeships available.

The demand for apprenticeships is growing too. In fact, the latest figures suggest there are 11 applications for every apprenticeship vacancy!

By the end of 2020, the government hopes to have created 3 million apprenticeships in the UK, helping more learners find their way into skilled and well-paid employment to boost the economy.



## Apprentices delivered

£1.8 billion of net economic benefits to UK businesses in 2012/13



Demand for apprenticeships is growing too.



In fact, the latest figures suggest there are

**11 applications**

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By the end of 2020, the government hopes to have created

**3 million**

apprenticeships in the UK





## Case study 1

# MTC

## Closing the skills gap



### The customer

The Manufacturing Technology Centre (MTC) is part of the High Value Manufacturing Catapult, which is supported by Innovate UK.

The MTC has been established to prove innovative manufacturing processes and technologies in an agile environment in partnership with industry, academia and other institutions.



### The challenge

The UK manufacturing sector has a requirement to redress the high-level skills gaps inhibiting the high-value manufacturing (HVM) sector and to develop the people needed to deliver the technologies of the future.

The MTC is one of seven UK Catapult centres - a network of world-leading centres designed to transform the country's capability for innovation in specific areas and help drive future economic growth.

They are a series of sites where the very best of the UK's businesses, scientists and engineers work side by side on late-stage research and development - transforming high potential ideas into new products and services to generate economic growth.

The challenge was to find the most effective solution to educate and train learners to equip them with the skills needed to help British manufacturing stay globally competitive.

### The solution

The purpose-built Lloyds Bank Advanced Manufacturing Training Centre (AMTC) - based on the Manufacturing Technology Centre (MTC) campus at Ansty Park near Coventry - was specially built to provide premium training for the next generation of engineers and technicians.

Offering opportunities to learn with leading experts and prominent academic partners in manufacturing and engineering, AMTC apprentices - around 40 new apprentices each year - will gain a solid foundation in engineering skills and confidence in areas that underpin high-value manufacturing, focusing on three core disciplines

- Intelligent automation technology including robots, drives and sensor technology.
- Computer Aided Engineering (CAE) including computer aided design (CAD) and advanced 3D printing.
- Metrology - measurement and inspection of materials, products, coordinate measuring machines (CMM) including 3D scanning.

“

The facilities at the centre enable us to work with the latest technology and equipment and we get great support and expert advice from the many specialist engineers and industry professionals based here.”

Kerry Smith, Level 3 Advanced Apprenticeship in Engineering student

This is backed up by training in project management, team working, and health and safety, which culminates in professional registration with the IMechE as an EngTech.

### The outcomes

The MTC was recently named as one of the top 100 apprenticeship employers in the country, winning praise for its success in tackling the current skills shortage and developing a new generation of engineers with its flagship apprenticeship programme.

Some 22% of MTC employees are currently apprentices, graduates or on sponsored (YINI) placements, which has qualified the centre for membership of the 5% Club. This demonstrates its commitment to ensuring that at least 5% of its workforce are enrolled on formalised apprentice, sponsored student, or graduate development schemes.

Apprentices at the centre are also gaining accolades for their work. From revamping mini cars for an 'Italian Job' race through Europe, to a project to design a habitation module for manufacturing on the Moon; AMTC's apprentice engineers are showcasing their skills in fun tasks that demonstrate just how diverse, creative and rewarding engineering can be.

### The people

Kerry Smith is in her second year of the Level 3 Advanced Apprenticeship in Engineering. Having moved from retail and deciding university wasn't for her, she's had plenty of insight into the diversity of engineering. She is currently working on the 'Manufacturing on the Moon' competition.

“You gain so much more by doing an apprenticeship than just by studying,” said Kerry. “You get hands-on experience that you need for a successful career in engineering and you're able to develop a lot quicker because you're learning the practical skills needed by this industry.

“The facilities at the centre enable us to work with the latest technology and equipment and we get great support and expert advice from the many specialist engineers and industry professionals based here,” she said. “This helps us expand our own knowledge and confidence.”







# The Basics



# The Basics



## What is an apprenticeship?

When people think of apprenticeships they tend to think of electricians, plumbers, car mechanics and hairdressers – all learning a trade. This is true, but apprenticeships can be used to train and develop people in almost any business or sector and now cover more than 1500 job roles from hospitality services to childcare, retail banking and dental nursing. They are available across a number of different levels of role, from apprenticeships for new starters, higher and degree.

An apprenticeship is on-the-job training available to those aged 16 and over. Apprenticeships usually last between 12 to 18 months. Depending on the sector and level, some can last up to four years.

Throughout the time of the apprenticeship, an apprentice is trained and guided towards a skilled role within a business, often with the help of a training provider so they gain industry knowledge and the skills required to do the job. Most apprentices also study towards nationally recognised qualifications – learning both online and as part of their work-based training. Apprentices can be new recruits or come from within your existing workforce.

## What is a traineeship?

A traineeship is an education and training programme with work experience that is focused on giving young people the skills and experience that employers are looking for.

Designed to help young people aged 16 to 24 who don't yet have the appropriate skills or experience, traineeships provide the essential work preparation training, English, maths and work experience needed to secure an apprenticeship or employment.

## Apprentice or graduate?

Apprenticeships and traineeships have come a long way and there are now a huge variety on offer compared to ten years ago, making them even more appealing to today's students.

As tuition fees make studying as an undergraduate a less appealing option for some, apprenticeships can let students go straight into their chosen career and start earning whilst learning.

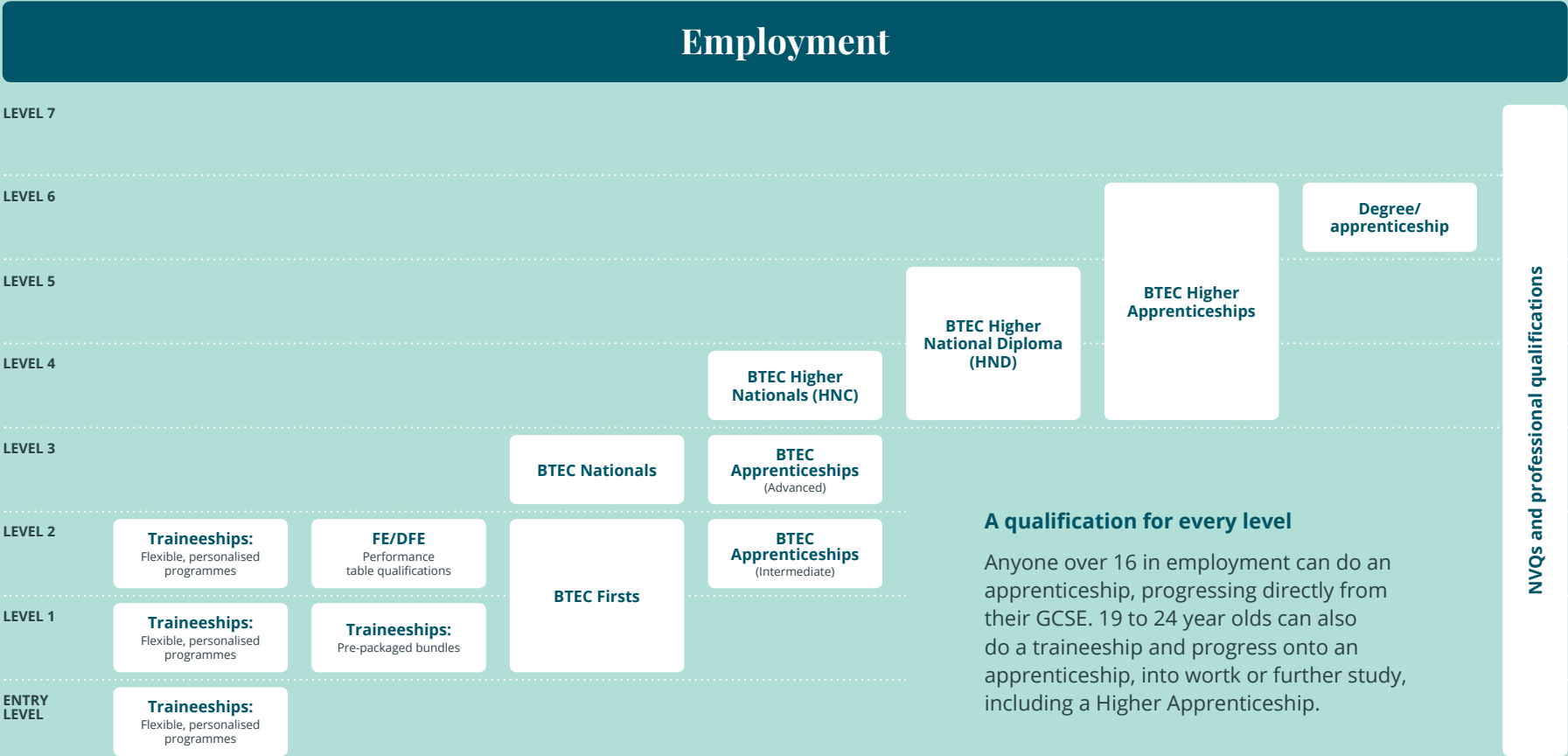
Although graduate recruitment remains more robust than the general employment market, there is still a 19% unemployment rate for

graduates two years out of university; 7% for those who graduated between two and four years ago and for businesses looking to employ graduates many move on from roles before having the opportunity to fulfil their potential.

Many employers see apprenticeships as a way to ensure that they do not lose out on any talent that cannot afford to go to university, as well as broaden the diversity of their workforces.

Fast food provider McDonald's captured this sentiment, telling the Institute of Directors' annual conference: "We need to acknowledge that the road many young people take today may not be the one we took. We need to remove the snobbery that does down workplace learning. For many put off by high fees, this could and should be the route they take. Universities are getting more competitive and expensive... Work-based training can be a fine option for young people to consider." Jill McDonald (former CEO of McDonald's)

# Progression for modern apprentices and trainees – the sky's the limit!





## Section 2

## Going back to business – how apprenticeships are changing in England

After a review of apprenticeships in England was commissioned in June 2012 by the Secretaries of State for Education and Business, Innovation and Skills (BIS), a report was produced that recommended the design of programmes in the future should be put into the hands of key industry employers.

The subsequent implementation plan acted as a strategy for redefining the shape of the apprenticeship system in England to meet the needs of the changing economy. Employer 'Trailblazer' groups were set up to develop new standards.

The term Trailblazer refers to a group of employers working together to design new apprenticeship standards for occupations within their sectors.

### What does this mean for employers in England?

The main change is around how apprenticeships are created and funded. Learning providers (mainly local colleges and private training providers) and employers will work closely together to develop the new standards. If you are a large employer you could work with a local provider to create your own bespoke apprenticeship or use one that has already been created for your industry or sector. Some will be assessed 'on the job' and some via more formal qualifications.

If your annual pay bill is more than £3 million, you will also have to contribute a 0.5% levy which will go towards funding apprenticeships in the UK. You will receive a £15,000 allowance to offset against your payment.

**i** More on funding in Section 4.



### Live outside England?

Apprenticeships schemes in Scotland and Wales are managed slightly differently to England. Scottish businesses should contact **0800 783 6000** for help and advice on Scottish Modern Apprenticeships or go to **[www.skillsdevelopmentscotland.co.uk](http://www.skillsdevelopmentscotland.co.uk)**

For Welsh businesses, if you're interested in finding out more about taking on an apprentice and the benefits they can bring, contact the Business Wales Helpline on **03000 603000** or email: **[businesssupport@wales.gsi.gov.uk](mailto:businesssupport@wales.gsi.gov.uk)**

Pearson support the development of Scottish and Welsh apprenticeships - contact us for no obligation chat on **0844 576 0045**.





Images by Ehrenberg-Bilder

**Nurturing talent –  
how to create a strong  
learning and development  
strategy that works for  
your business**



## Nurturing talent – how to create a strong learning and development strategy that works for your business

### Quick fact:

**75% of apprentice employers say the programme has helped cut recruitment costs. 80% say that apprenticeships will play a bigger part in their future recruitment strategy**



When you start an apprenticeship or traineeship programme it's absolutely vital to put the time into defining how you are going to support your new recruits. The benefits of forward planning are clear for both apprentices, trainees and employers alike:

- The right learner and right programme means an engaged, motivated employee.
- Mentoring and support leads to a strong return on your investment.
- With differing standards across sectors it's important to work with awarding organisations that have clear outcomes across the board.
- Developing learners who have clear outcomes drives innovation.
- Quality delivery of defined outcomes drives business results, reputation and quality and also drives profitability and growth.

Training Needs Analysis is a technique for mapping the training and development requirements to achieve competence in jobs and duties at every level in the organisation to meet the demands of the business.

Training Needs Analysis includes:

- Developing tailored competency standards.
- Gaining recognition for existing company competency standards.
- Benchmarking internal standards against external industry standards.
- Mapping standards against international vocational qualifications, providing an externally verified and accredited certificate of competence.

Here at Pearson we can help you to develop a rigorous work-based learning strategy for your business. Why not get in touch to see how we can help on **0844 576 0045**.

## What are my partnership options for delivering an apprenticeship in my business?

The new levy system (see Section 4 - Funding) will require employers to take control over selecting the right training provider. There will be a new digital apprenticeship service to enable employers to search and select a training provider that is right for them.

As a business, you may have numerous apprentices undertaking many different apprenticeship frameworks and standards. It's in your hands which provider you want to train each of your apprentices.

For example, you might want to select one provider for your business administration apprentices and another provider for your engineering apprentices. Not all apprenticeships involve taking a qualification but you will still need experts to help you design a rigorous programme of learning.

### Your partnership options

- Working with a private training provider or FE college.
- Delivering your apprenticeship in house with certain aspects of it in partnership with registered providers.
- Working with a qualifications provider like Pearson on External Quality Assurance and end-point assessment.
- Working directly with a provider like Pearson to deliver your whole apprenticeship.
- A combination of the above.
- Deliver your apprenticeship in-house as an Employer Provider.

Here at Pearson we can support you to ensure you find the right approach for your business.



# Formal qualifications and the new apprenticeships

All apprenticeships at the moment use a framework or standards (called SASE frameworks) to ensure quality of delivery. New Apprenticeship Standards are set to replace the old SASE frameworks.

These standards will:

- Define an apprenticeship that lasts a minimum of 12 months.
- Be linked to a specific occupational level.
- Respond to employers' needs, ensuring that apprenticeships are high quality and rigorous and develop the knowledge, skills and behaviour required for a specific job role.
- Be designed to prepare the apprentice for the (newly introduced) end-point assessment.

The standards are created by the groups of employers or 'Trailblazers' mentioned earlier in the guide.

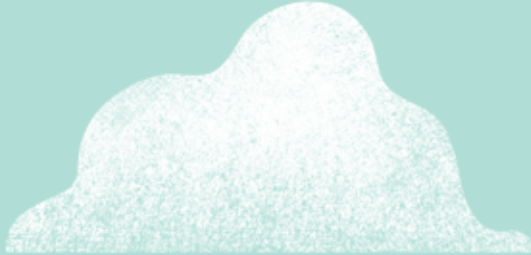
They will be required to contain:

## On-programme training and learning

- There will be no mandatory requirement for qualifications (unless they are a requirement such as a Licence to Practice (LTP), or are written into the Standard by the Trailblazer group).
- All apprentices will be required to develop their maths and English skills.
- Apprenticeships will cover behaviours, as well as knowledge and skills.

## Gateway to end-point assessment

- Towards the end of the apprenticeship, employers and providers will 'sign off' the apprentice as being ready for end-point assessment.



## The Pearson approach to qualifications

We believe that adding qualifications to your apprenticeship adds value both for you and your employee. You can easily see their progress and are seen to be investing in their development and they complete their programme with the recognition of their achievements that can open up future opportunities. Where an existing qualification is not included in a standard already, we can work with you to develop a bespoke qualification tailored to your business needs.





## Case study 2

# The Co-op

## Working with employers to champion every apprentice

We work directly with employers to ensure their apprenticeship schemes are mutually beneficial for employers and learners. Many employers recognise that investing in their staff from day one can deliver a significant return on investment.



In this case study, we look at the work we have done with The Co-op, to develop an apprenticeship scheme that revolves around its commitment to championing staff at all levels.

The Co-op is one of the world's largest member-owned co-operatives. It is the UK's fifth largest food retailer, with 2800 stores. It is also the UK's number one funeral services provider, a major general insurer and a legal services business. In addition, it owns a minority shareholding in The Co-op Bank and operates a joint venture in the travel industry with Thomas Cook.

The Co-op employs nearly 70,000 people across its business portfolio. Central to its values is a desire to generate benefits for members, customers, staff and the wider community. One of its fundamental principles relates to the education and training of staff, so it's no surprise that The Co-op has an effective and supportive apprenticeship programme.

### Taking the lead to create rewarding apprenticeships

The Co-op believes that investing in apprenticeships is good for business, and since 2011 it has taken on over 3000 apprentices. They have all been paid the standard rate for the role they are training for (rather than the national minimum apprenticeship wage), and been offered the same employee benefits as those received by full-time employees.

The Co-op's Apprenticeship Manager, Lloyd Thomas, is also chair of the retail Trailblazer group. This group works with awarding organisations, including Pearson, to address the challenge of providing relevant apprenticeship courses to the retail industry, in line with new industry-led regulatory standards.



Images courtesy of Co-operative Group Limited

“

There are great options for anyone who comes out of school or university – apprentices in many fields are now progressing quickly and earning good salaries. Most of the people I'm speaking to now are thinking along similar lines.”

Lloyd Thomas, Apprenticeship Manager at The Co-op



### Developing the potential in every apprentice

The Co-op has worked with Pearson since 2011 to provide a first-class apprenticeship programme that develops the skills apprentices need to meet The Co-op's business requirements.

With the support of the retail sector skills council (People 1st) and learndirect The Co-op devised Level 2 qualifications for funeral arrangers and funeral service operatives, and a Level 3 qualification for funeral directors.

The Co-op also introduced a Level 2 food retail programme, which enables apprentices to progress to Levels 3 and 4. This programme provides apprentices with the opportunity to continually build on their existing skills, creating a pathway to managerial roles.

### Changing the apprenticeship landscape with professional development for all staff members

The Co-op's Funeralcare programme has been so successful that every new Funeralcare employee is now placed into one of its apprenticeship levels. The Co-op signed up its 1500th Funeralcare apprentice in early 2016, and its 500th successful apprenticeship completion is also on the horizon.

The Co-op is currently working with Pearson to provide a Level 2 business admin qualification for its apprentices. Since April 2016, The Co-op has been integrating new apprenticeship courses into its offering that have been developed under the new Trailblazer standards.

By implementing the new standards as part of its ongoing commitment to providing a first-class apprenticeship programme, The Co-op remains ahead of the curve. Placing employee development at the forefront of its business strategy means that The Co-op can rest assured that it has a well-trained workforce – one that has been assessed carefully using end-point assessment, and supported with firm quality assurance guidelines in mind.

### Investing in nationwide apprenticeship development

In addition to his role with The Co-op, Lloyd is one of a group of employer representatives who offer their valuable perspectives on apprenticeships as part of Pearson's advisory board, which looks closely at the wider agenda around supporting and developing apprenticeships and apprentices.

“We are beginning to change the perception of apprenticeships,” says Lloyd. “There are great options for anyone who comes out of school or university – apprentices in many fields are now progressing quickly and earning good salaries. Most of the people I'm speaking to now are thinking along similar lines.”





## Talking numbers – funding your apprenticeship programme



## Section 4

# Talking numbers – Getting more from your staff development

Under the current English SASE framework, employers contribute an optional 50% to fund apprenticeships. This is changing under the new standards and both the employers and the government will make a contribution. This means that employers will not have to rely as much on central funding, and will benefit from more shared ownership and greater control of their spending.

One significant change in funding under the new standards is that, from April 2017, employers with an annual pay bill of £3 million or more will have to pay an apprenticeship levy of 0.5% through PAYE. They will also receive an allowance of £15,000 to offset against their payment.

The idea is to empower employers: with the new Digital Apprenticeship Service (DAS), they will have a greater say in how their funding is being spent, and also be able to choose an apprenticeship, find a candidate and choose a training provider.

## I'm a levy payer - what do I need to do/think about?

You will need to pay the apprenticeship levy if you are an employer, in any sector, with a pay bill of more than £3 million each year. For the purposes of the levy, an 'employer' is someone who is a secondary contributor, with liability to pay Class 1 secondary National Insurance contributions (NICs) for their employees.

The levy will be charged at a rate of 0.5% of your annual pay bill. You will have a levy allowance of £15,000 per year to offset against the levy you must pay. This means you will only pay the levy if your pay bill exceeds £3 million in a given year.

Remember that calculations will include more than just the levy contributions - salaries and other on-costs must be taken into account. Taking on an apprentice is a long-term project, so there needs to be a measurement of value that takes this into account.

Separate arrangements will be in place in Scotland, Wales and Northern Ireland.

The apprenticeship levy will be introduced on 6 April 2017.

## I'm a SME - what do I need to think about?

Employers who do not pay the levy will not need to use digital vouchers to pay for apprenticeship training and assessment until at least 2018. But they will need to choose a training provider from the registered list, negotiate the cost of the training and adhere to the funding caps for different qualifications, in the same way as larger firms that pay the levy.

Employers that do not pay the levy must contribute 10% of funding towards the cost of their apprenticeship training.



## How will training for apprentices aged 16 to 18 be funded?

The Government plans to incentivise employers that take on a 16 to 18 year old, with a £1,000 payment – paid at 3 and 12 months into the apprenticeship.

The training provider will also receive a £1,000 incentive. This reflects the Government's commitment to have more young people in apprenticeships and support employers with additional costs.

## Getting a return on your investment

The new standards offer the opportunity for a genuinely different talent acquisition route for modern businesses. They can allow you to bring new talent into your business but also to upskill your existing workforce through programmes such as the Chartered Manager Degree Apprenticeships from Pearson College London.

Your programmes should form a key element of your learning/development talent programme and include plans to encourage higher apprenticeships and further development and progression.

The routes to working out your return on investment are complicated but you should take into account:

- progression - % of apprentices promoted
- cost of recruitment
- average salaries
- employee satisfaction
- time to recruit.

We can work with your in-house Learning & Development and HR teams to develop long-term strategies.





## Case study 3

# Babcock International

## Customised apprenticeships to fill the skills gap

We work closely with training providers to help them identify skills gaps, and develop customised programmes to fill them. Our flexible approach enables them to create sector-specific apprenticeship solutions. In this case study, we look at how we collaborated with Babcock International Group to develop tailored apprenticeship programmes for their clients.



Babcock are a world-class engineering, training and technical support services company. They help thousands of organisations, across a wide array of disciplines, to get the best out of their employees.

From training RAF pilots, retailers and drivers to fire fighters, scientists and motor mechanics, Babcock's experience, insight and commitment to quality make them a trusted partner for many leading organisations in the UK.

In February 2016, Babcock were awarded the prestigious Training Partner of the Year award at the Semta Annual Skills Awards.

### Creating tailored training solutions with Babcock

Babcock work with Pearson across a range of sectors, including hospitality and retail, adult care and childcare, and business administration and management. The challenge is to find the right people to fill the available roles and skills gaps within each sector.



### A simplified recruitment process for employers and apprentices

Each programme we create is tailored to the individual business, which improves the outcome for employers and learners. While employers get the skills and resources they need, learners are able to advance in their training and progress in their careers. Babcock have also made higher apprenticeships a part of their solution, enabling them to extend their apprenticeship offering from Levels 2 and 3 to Levels 4 and 5.

Pearson and Babcock have developed a strategic partnership to ensure the programmes continue to match the demands of the apprenticeship market, and we intend to continue this close collaboration as the market evolves and the new apprenticeship standards become established.

The customised nature of Babcock's apprenticeship programmes means that the outcome is different for every client. Here are two examples from Babcock's major clients, to help illustrate how tailor-made solutions have led to business success.

Pearson and Babcock have developed a strategic partnership to ensure the programmes continue to match the demands of the apprenticeship market, and we intend to continue this close collaboration as the market evolves and the new apprenticeship standards become established.

#### Example 1:

Babcock have provided a national apprenticeship solution to Asda, one of the UK's largest supermarket retailers, since May 2013, supporting over 8400 Asda apprentices since the launch, with more than 30 job specific pathways available. This means that Asda's colleagues benefit from tailored training wherever they work in the business.

The apprenticeship programme has achieved a range of return-on-investment measures. It is operating above the national average in terms of success rates and is having a positive impact on learner progression with many progressing from a Level 2 to a Level 3 qualification.

The partnership between Asda and Babcock has received a number of awards including the Scottish Training Federation's Large Employer of the Year 2014 and Success in Partnership 2015 awards, recognising the strength of the model.

#### Example 2:

Babcock developed the Marriott Culinary Apprenticeship Academy with Marriott Hotels, a partnership that has gone from strength to strength in its 15 years. The academy aims to develop the technical skills of young professional chefs, and supports increases in professional standards, teamwork and staff retention.

The academy offers masterclasses, classroom-based workshops, market supplier visits and competitions, all of which are carefully designed to build each apprentice's technical knowledge and professional skills.

Chef apprentices from Marriott Hotels join apprentices from all over the UK to attend the academy, allowing each apprentice to benefit from effective peer-to-peer support. The Marriott Culinary Apprenticeship Academy first launched in 2012 with 16 apprentices, and has been so successful that, for the 2015/16 cohort, it created over 40 vacancies – all of which have been filled.





Image by Jacob Lund

**Pearson is  
a business too  
(our business is  
education)**



## Section 5

## Pearson is a business too (our business is education)

Pearson is the world's leading education company. From pre-school to the workplace, our qualifications, assessments, multimedia learning tools, testing programmes and solutions help to educate millions of people worldwide - more than any other private enterprise.

The global scale and leadership in education that Pearson provides is unparalleled and we are passionate about learning. We operate in more than 70 countries, and are a leading provider of work based and vocational learning content and qualifications, both globally and within the UK. Our brands include BTEC, Edexcel, Pearson Vue, Pearson College, Pearson TQ and Acclaim. Pearson has a track record of supporting employers to deliver work based accreditations and programmes across a wide range of educational and technical learning and development channels. We are also a leading provider of electronic learning Programmes and of test development, processing and scoring services to educational institutions, employers and professional bodies around the world.

We also employ many apprenticeships and trainees ourselves!

### Some of the businesses we currently work with:





# How Pearson can help

We have a whole package of support for employers to ensure your apprenticeship or traineeship programme is a success.

## For businesses



1

Pearson TalentLens UK uses psychometric testing for recruitment and development of the most suitable people for your organisation. Our scientifically proven tests help you objectively sift and select candidates.

2

Choose from bespoke packages built around your business needs, plus resources, toolkits and hints and tips on saving money. From functional skills in Maths and English up to Degree apprenticeship programmes, we can make sure your Levy spending impacts on your business's success

3

Use our Apprentice 360 package which transforms the way in which employers can manage their work-based learning programmes.  
  
Find out more about Apprentice 360 at [quals.pearson.com/app-360](https://quals.pearson.com/app-360)

## For apprentices and trainees



1

We have on-the-job support platforms for your apprentices and trainees that will help them map their learning and development and get support as they learn and progress, plus online badging schemes that help them get recognised for their achievements.

2

We work closely with local colleges and private training providers to deliver the final end-point assessments your apprentices and trainees will need to pass their work-based learning programme. Our Quality Advisors also carry out very thorough assessments of centres to ensure they are providing the best experience.

3

We can provide a route to further study with our higher apprenticeships and other post-16 qualifications. With Pearson your apprentices and trainees can reach the very highest levels of progression.

4

We can help you to continuously improve your programmes - helping apprentices prepare for and be successful at end-point assessment.



# The 4 ways we partner with businesses to help them create amazing apprenticeship programmes

Creating successful apprenticeship programmes that work for your own unique and complex business needs can be a minefield. At Pearson, our aim is to simplify your options and make the routes clear as well as providing a COMPLETE package of support for every part of the process.

## 1 By getting to know you

### How we help

Pearson can help you map your own existing training programmes and show you how they can be adapted to meet the new apprenticeship reforms. We will assign you an expert Pearson account manager to assess your needs and take a big picture view of your business.

We can also help you create a robust financial plan and advise on funding. No need to shop around for the right information, our advice is completely up to date and, most importantly, tailored for your unique sector and business.

We have the expertise and contacts to help with every part of the process and have already worked with many organisations to do just that.

### How are we going to transform our existing programmes to make sure we don't lose out under the new Levy?

*We are a business with several thousand staff in the UK and have a catalogue of several thousand in-house training courses of various lengths, levels and subjects.*

*However, now that the apprenticeship levy is being introduced, we face having to re-think our approach to training or risk losing the levy money, which is in the low millions of pounds.*

### Why talk to Pearson?

As a leading awarding organisation, Pearson has a network of training experts who can compare in-house training programmes to accredited apprenticeships programmes, and show you where you could be reclaiming levy payments or claiming government funding if you aren't a levy payer.

If you are already committed to the value of training, we can help you navigate the regulated environment, maximising your "bang for buck" and learner achievement rates.

## 2 By designing programmes that work for YOU

Pearson has been helping colleges and training providers design curriculum based qualifications for years so you can count on us to help you create the right qualifications for your apprentices to take.

### How we help

Pearson can help you design qualifications that match your apprentices' and your business's needs. We can create programmes that meet the rules of the existing and new standards and can design programmes that start with basic skills in maths, English and IT right through to higher national and degree level apprenticeships.

### How can we get help designing and implementing our apprenticeship programme?

*As a national organisation with interests in a number of industry sectors, we face numerous challenges in designing and implementing an apprenticeship programme. The most appropriate roles for apprentices are spread evenly across the UK, with a few small groups concentrated in particular, but with some based in more remotely from their peers.*

*Although we can identify the training each would need to take as part of their apprenticeships, we are concerned that the range of occupations and geographical locations of the apprentices will make delivery of those programmes to a consistent standard challenging.*

### Why talk to Pearson?

Pearson has a network of several thousand approved training centres across the UK. We work with most public further education colleges, and with thousands of private training organisations of all sizes. Some are generalists; others are specialists in particular fields.

All Pearson centres have to meet our demanding quality standards - on programme delivery, training of tutors and the conduct of assessments - and so, large or small, public or private, generalist or specialist, you can be sure your apprenticeship programmes will be high quality.

Pearson can also advise you on how to become an approved provider yourself, if you want to bring your delivery in-house.





3 By helping you with pre- and on-programme support and delivery

How we help

Pre-delivery and delivery

Pearson can help you decide who the right people to join your organisation are and have many tools to help you do that from assessment tools for English and maths to psychometric testing.

We can offer a full range of ability and personality psychometrics, enabling an objective determination of candidate and employee aptitude and cultural fit.

Our new Pearson Apprentice 360 service offers on-programme support for non-traditional apprenticeships

Pearson offers a full suite of English and maths, from functional skills, which is the default option in apprenticeships programmes, to GCSE and A-Levels in English and maths.

We also have a range of diagnostic tools designed to assess each learner's skills at the start of a programme, enabling training providers to design bespoke programmes, backed up by a range of traditional, digital and interactive learning resources.

What about apprenticeships that don't have a qualification at the end?

*We've identified a series of roles that are ideal to recruit apprentices into, but the new apprenticeship standards don't contain qualifications. Without a structured programme to follow, we're concerned that our employees learning may miss key skills or requirements that they will be assessed on in their end-point assessments.*

*Also, whilst we support the principle of apprenticeships, the reality is that our industry needs graduate calibre recruits, both to meet the demands of the job, but also to hold the respect of our clients.*

*The new apprenticeship levy means we face having to create lower level positions solely as a way of reclaiming our levy payments, and that is not fair either to us, or to the apprentices who would fill those roles.*

Why talk to Pearson?

With Pearson Apprentice 360, learners are able to follow an interactive training programme that maps exactly to the requirements of their apprenticeship programme, taking the uncertainty out of programmes that don't include a traditional qualification. Available on both desktop and iOS or Android mobile apps, the service can be used for in-classroom or self-directed study on the go, so it fits around your learner's needs and lifestyle.

Degree Apprenticeship Programmes delivered by Pearson College allow you to select and train bright, motivated employees who earn while they learn, meaning that at the end of their degree studies they are a graduate, don't have any debt for student fees and also have substantial work experience.

Funded at the higher brackets of the levy, they can be a good way of directing levy funding to up-skill existing staff, for example in management or business programmes.



4 By providing end-point assessment and evaluation of your programme

The formal part of your apprenticeship programme ends when your apprentices are assessed by an independent end-point assessor and pass their programme.

How we help

Pearson is accredited as an end-point assessment organisation for many of the new apprenticeships, and we can also working in partnership with other assessment organisations to provide assessment services, for example writing test content or hosting test via our systems.

The 4 ways we aim to be your expert apprenticeships partner:

- 1 We get to know you and your business and can advise on the new standards, levy and reforms.
- 2 We design programmes that work for your business and sector.
- 3 We can help with pre- and on-programme delivery including student support.
- 4 We can provide end-point assessment and evaluation to help you improve your programmes in the future.





# Your next steps to delivering successful apprenticeship programmes



1

Identify your business goals



2

Work with a partner like Pearson to identify the standards and programmes that will have the most impact



3

Review your delivery options for quality and value, whether these are in-house or with training providers and colleges



4

Plan for end-point assessment - remember you need to have this built into your programmes



Wherever you are on your work-based development journey we can help!  
Why not give us a call for a no obligation chat?  
**0844 576 0045**



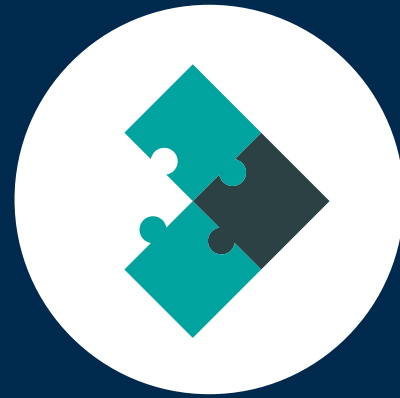
5

Stay up-to-date with governance and regulations



6

Keep in touch with your peers'- and competitors' - plans



7

Evaluate your apprenticeship programmes' impact on the skills, productivity and profitability of your business.



## Case study 4

# Tottenham Hotspur Foundation and Hertford Regional College

How bespoke Higher National qualifications can work for you:

By developing a Higher National qualification that will be nationally and internationally recognised, you will be fostering the most relevant talent to meet your company's skills plan, and supporting succession planning.

Higher National Certificates and Diplomas (HNCs and HNDs) are Ofqual regulated qualifications that are mapped to the Framework for Higher Education Qualifications.



In this case study, we look at the bespoke higher national qualifications we have created with the Tottenham Hotspur Foundation and Hertford Regional College to widen participation in higher education for young people from North London. In particular, the area around Tottenham Hotspur's new stadium regeneration scheme.

The Tottenham Hotspur Foundation prides itself on creating opportunities that change the lives of those living in its local communities and around the world. Their higher education provision was launched in 2010 and offers students the opportunity to gain higher level study and professional skills within a Premier League football club environment.

The Club's official charitable body works with a wide range of age groups from primary school children and their parents, to older people living in sheltered accommodation, with education and employment opportunities at the heart of what they do. The Employment and Skills team works with local people to develop vocational skills, gain work experience and access local job opportunities.



Hertford Regional College (HRC) is a medium sized General Further Education college with the development of employability skills and vocational expertise at the heart of all of its provision.

The college's 'Destination Curriculum' strategy focuses on preparing students at all levels for successful careers. The college is committed to raising aspiration and expectations for all its students. HRC has a growing portfolio of higher education courses designed in collaboration with employers and industry professionals. 94.8% of students on these programmes progress to employment or further study.

“

Commissioning a BTEC Higher National qualification allowed the Tottenham Hotspur Foundation and Hertford Regional College to address skill shortages in the sector”

## The project

In the summer of 2016, Hertford Regional College and the Tottenham Hotspur Foundation commissioned the development of bespoke Pearson SRF Higher National qualifications in *Event and Stadium Management*.

The Higher Nationals focus on the operations management of internationally renowned sports stadia. They embrace all of the diverse aspects of event management within the environment of a modern 21st century stadium, and the knowledge and skills required to work within an elite and professional event management organisation.

Students will attend face to face delivery of lectures, seminars and tutorials over three days per week. They will also participate in work placements at White Hart Lane stadium that average 4 hours per week over 23 weeks, including merchandise sales, hospitality and catering, VIP support, stewarding and crowd management. Work placements will occur on match and non-match days.



Commissioning a BTEC Higher National qualification allowed the Tottenham Hotspur Foundation and Hertford Regional College to address skill shortages in the sector by delivering the most relevant content, tailored to the needs of employers. This is a good example of how technical professional educational needs can be met by bespoke higher nationals, particularly if any employers are looking to provide training at level 4 or 5 to meet the requirements of the apprenticeship levy. It really demonstrates the impact of what can be accomplished when employers and local colleges work in collaboration to widen participation in higher education.

These new BTEC Higher National qualifications will be launched in September 2017, and a Higher National Diploma qualification holder may progress into Honours Degree top up programmes.



# Looking for a training partner to help you set up your levy-funded apprenticeship programme?

Pearson TQ's managed apprenticeships service provides tailor-made training for employers.

To fully understand your training needs, we'll carry out in-depth consultations and design the perfect programme for your on-the-job learners.

Our expertise can help you set up your levy funded programmes, manage regulatory requirements and get the most from the new levy.

We also deliver effective and engaging training by drawing on our unrivalled range of resources to help your learners reach their full potential.

We've developed our apprenticeships in collaboration with employers, combining on- and off-the-job training to equip learners with the skills for a career in a range of sectors, including:

- Construction
- Logistics & Warehousing
- IT & Communications
- Engineering
- Driving
- Customer Service

*In our work with the British Army, we have so far designed and delivered apprenticeship training schemes for over 4700 soldiers.*

We have **improved timely success rates** on one of our newest apprenticeship contracts **by 26%** in under 8 months.

We deliver and assess **over 25 apprenticeship frameworks**, including functional skills, to learners across the UK.

To learn more, email [tqenquiries@pearson.com](mailto:tqenquiries@pearson.com) or visit [pearson.com](http://pearson.com)



## Functional Skills

As part of our apprenticeship offering we design and deliver fully customised functional skills training in English, maths and IT. Our programmes are proven to improve learner outcomes.

From content and delivery to assessment and accreditation, all aspects of your programme will be designed according to the needs of your learners and institution.



Functional skills pass rate on one of the contracts we deliver is 94%, > 20% above the national average.

Every year we teach Level 1 and Level 2 functional skills to over 8000 learners.



## Find out how we can provide the right work-based training solution for you

For further information and support:

To find out more about apprenticeships qualifications from Pearson visit:

[qualifications.pearson.com](http://qualifications.pearson.com)

Employers and training providers:

Call: **0844 576 0045\***  
Email: [wblfe@pearson.com](mailto:wblfe@pearson.com)

FE colleges:

Call: **0845 373 0114\***  
Email: [fecentresupport@pearson.com](mailto:fecentresupport@pearson.com)

\* Calls cost up to 3p per minute plus your phone company's access charge





# ALWAYS LEARNING

ISBN 978-0-997-87838-7-7



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Design by Unfold. Illustrations by Tang Yau Hoong.