

# Employer Guide to Higher Apprenticeships



Oliver Mangham, Applications Director,  
Fairfield Control Systems  
Small Employer of the Year 2013,  
National Apprenticeship Awards



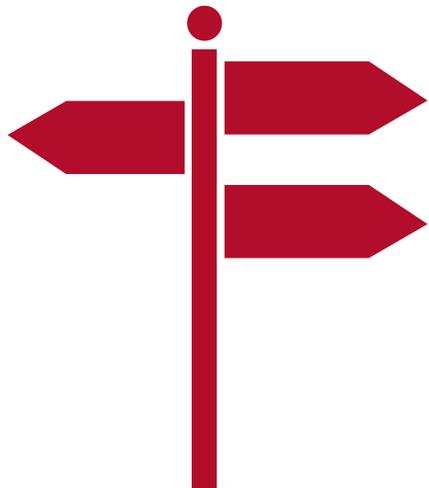
# Your guide to higher apprenticeships

**Tomorrow's growth for UK plc will mean reshaping the economy around high value and high skill activities within an intensely competitive global market. This means that employment now, and in the future, requires more highly skilled people.**

Higher apprenticeships are the best combination of on the job training and employees studying for a higher level qualification to give you the knowledgeable workforce your business needs.

Read on and find out more about how higher apprenticeships can help you grow your own talent by developing a motivated, skilled, qualified and professional workforce.

The Government want to make higher apprenticeships available to more businesses. Government has asked the Skills Funding Agency to support 20,000 higher apprenticeships by July 2015 and has announced an additional £40m to fund places up until July 2015, and an extra £20m to fund the higher educational element to the end of March 2016.



# The facts

**Like intermediate and advanced apprenticeships, higher apprenticeships combine on the job training while studying towards a high level qualification.**

Higher apprenticeships are available at a range of levels, from the equivalent of a **foundation degree** to a **bachelor's degree** and soon at **master's degree** level in some sectors.

**"Given the current focus on rising university tuition fees, plus the shortage of IT skills, offering Higher Apprenticeships to talented school leavers seemed a natural extension to our existing graduate, apprentice and student programmes."**

Jenny Taylor

IBM Graduate, Apprenticeship and Student Schemes

# 10k

Almost 10,000 learners started a higher apprenticeship in England during 2012/13, representing growth of 165 per cent on the previous year. They are fast becoming the apprenticeship of choice.



# 47



With 47 higher apprenticeships ranging from Aerospace to Accountancy, Construction to Creative and Digital Media, higher apprenticeships range across the sectors and represent hundreds of different job roles.

To start a higher apprenticeship, individuals need to have entry qualifications typically at level 3 such as A-levels, advanced level diploma, NVQ level 3 or an advanced apprenticeship.

# 25%

A study by ICM Research reveals that employers in England rate qualified higher apprentices as 25 per cent more employable than those who took an alternative route into work.

# The benefits

Higher apprenticeships deliver on many levels for business:

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## 1

### Meet the unique needs of your business

With higher apprentices learning at work, they're able to develop the **knowledge** and **occupational competencies** demanded by specific job roles, and meet the **unique needs of your business**.

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## 3

### Increase your productivity

Higher apprentices can **keep your business up-to-date** with the latest techniques and technology, increasing your **productivity** for the future.

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## 2

### Recruit from a larger talent pool

Higher apprenticeships enable businesses to attract and retain employees with potential, expanding workplace diversity and benefiting the local community and wider economy.

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## 4

### Fill your higher level skills gaps

Higher-level skills are vital to business performance and economic growth - through higher apprenticeships, you can **fill your higher level skills** gaps efficiently and effectively by tailoring the learning to your workplace.



**63% of employers expect to need more staff with leadership and management skills in the years ahead.**

CBI/Pearson, Education and Skills Survey 2013

# for business

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## 5

### Clear progression routes

There's a clear, work-based pathway, from **craft** to **technician** to **professional** and managerial skills, mapped out by the progression through intermediate, advanced and higher apprenticeships.

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## 7

### Develop existing staff

You can **develop existing staff** as they work with your higher apprentice, through mentoring opportunities and more.

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## 6

### Attract higher calibre staff

Higher apprenticeships can **attract higher calibre staff** and help you develop a more motivated and committed workforce.

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## 8

### Train the way your business works

With a higher apprentice, **you're training someone for the way your business works** - and you can do it earlier. HSBC say that their apprentices are fully up-to-speed with their business by the age of 21.

# Higher apprenticeship frameworks in England

Framework	Level
<b>Accounting</b>	4
<b>Advanced Diagnostics and Management Principles</b>	4
<b>Advanced Manufacturing Engineering</b>	4
<ul style="list-style-type: none"> <li>● Aerospace</li> <li>● Nuclear Related Technology</li> <li>● Mechanical</li> <li>● Electrical/Electronics</li> <li>● Automotive</li> <li>● Maintenance</li> <li>● Wind Generation</li> <li>● Research and Development</li> <li>● Marine</li> <li>● Space Engineering</li> <li>● Rail Engineering</li> </ul>	
<b>Advertising and Marketing Communications</b>	4
<b>Agriculture</b>	4
<b>Banking</b>	4
<b>Broadcast Production</b>	4
<b>Broadcast Technology</b>	6
<b>Business and Professional Administration</b>	4
<b>Business, Innovation and Growth</b>	5
<b>Care Leadership and Management</b>	5
<ul style="list-style-type: none"> <li>● General Adult Social Care</li> <li>● Specialist Adult Social Care</li> </ul>	

Framework	Level
<b>Construction Management</b>	4
<ul style="list-style-type: none"> <li>● Construction and Building Services Management and Supervision (Sustainability)</li> <li>● Construction Site Supervision</li> </ul>	
<b>Construction Management</b>	5
<ul style="list-style-type: none"> <li>● Professional Practice in Construction Operations Management</li> <li>● Construction Management (Sustainability)</li> </ul>	
<b>Construction Management</b>	6
<ul style="list-style-type: none"> <li>● Professional Practice in Construction Site Management</li> <li>● Professional Practice in Quantity Surveying and Commercial Management</li> </ul>	
<b>Contact Centre Operations Management</b>	4
<b>Criminal Investigation</b>	5
<b>Digital Learning Design</b>	4
<b>Engineering Environmental Technologies</b>	4
<ul style="list-style-type: none"> <li>● Construction and the Built Environment</li> <li>● Manufacturing Engineering</li> <li>● Building Services Engineering</li> </ul>	
<b>Express Logistics</b>	5
<b>Facilities Management</b>	4,5

Framework	Level
<b>Fashion and Textiles: Technical</b>	<b>4</b>
<ul style="list-style-type: none"> <li>● Technical Textiles</li> <li>● Product Development and Sourcing</li> </ul>	
<b>Furniture Manufacturing Technician</b>	<b>5</b>
<b>Health: Assistant Practitioner</b>	<b>5</b>
<b>Hospitality Management</b>	<b>4</b>
<b>Human Resource Management</b>	<b>5</b>
<b>Information Security</b>	<b>4</b>
<b>Insurance</b>	<b>4</b>
<b>Intelligence Operations</b>	<b>4</b>
<b>Interactive Design and Development</b>	<b>4</b>
<b>IT, Software, Web and Telecoms Professionals</b>	<b>4</b>
<b>Jewellery Manufacturing, Silversmithing and Allied Trades</b>	<b>4</b>
<b>Legal Services</b>	<b>4</b>
<ul style="list-style-type: none"> <li>● Commercial Litigation</li> <li>● Debt Recovery and Insolvency</li> <li>● Personal Injury</li> </ul>	
<b>Life Sciences and Chemical Science Professionals</b>	<b>4</b>
<ul style="list-style-type: none"> <li>● Chemical Science Technician</li> <li>● Life Sciences Technician</li> <li>● Healthcare Science Technician</li> <li>● Process Development Technician</li> </ul>	

Framework	Level
<b>Life Sciences and Chemical Science Professionals</b>	<b>5</b>
<ul style="list-style-type: none"> <li>● Chemical Science Technologist</li> <li>● Life Sciences Technologist</li> <li>● Healthcare Science Technologist</li> <li>● Process Development Technologist</li> <li>● Packaging Development Technologist</li> <li>● Food Science Technologist</li> </ul>	
<b>Management</b>	<b>4,5</b>
<b>Mineral Products Technology</b>	<b>4,5</b>
<b>Power Engineering</b>	<b>4</b>
<b>Professional Aviation Pilot Practice</b>	<b>6</b>
<b>Professional Development for Work-based Learning Practitioners</b>	<b>4,5</b>
<b>Professional Services</b>	<b>4</b>
<ul style="list-style-type: none"> <li>● Audit</li> <li>● Tax</li> <li>● Management Consulting</li> <li>● Management Accounting</li> </ul>	
<b>Project Management</b>	<b>4</b>
<b>Public Relations</b>	<b>4</b>
<b>Recruitment</b>	<b>4</b>
<b>Retail Management</b>	<b>4</b>
<b>Social Media and Digital Marketing</b>	<b>4</b>
<b>Supply Chain Management</b>	<b>5</b>
<b>Sustainable Resource Operations and Management</b>	<b>4</b>
<b>The Water Industry</b>	<b>4</b>

# The benefits for apprentices

**Higher apprenticeships allow young people and adults to earn while they learn at the highest level and progress into higher skilled occupations.**

They'll benefit from:



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**1**

The potential to achieve graduate and postgraduate-level qualifications whilst learning and earning in a real business

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**5**

New opportunities for career progression

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**2**

The chance to gain professional accreditation and membership

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**6**

A clear pathway to achieving their ambitions in the workplace, plus higher earning capacity, recognition and status

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**3**

A unique, new way of developing professional-level, job specific skills while remaining in employment and earning a salary

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**7**

Recent reports estimate that completing a Level 4 higher apprenticeship could result in increased lifetime earnings of around £150,000\*.

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**4**

No debt via student loans as the Government has announced additional budget to fund the higher education qualifications that make up a higher apprenticeship.

\*Source University Education: Is this the best route into employment? AAT and Cebr, Feb 2013

# The National Apprenticeship Service - what we do

**The National Apprenticeship Service is responsible for all aspects of the apprenticeships programme in England.**

We work with businesses of all sizes to analyse training needs, identify relevant apprenticeships and the best way of providing the training.

For small and medium-sized employers (under 250 employees), the National Apprenticeship Service provides a responsive and customer-focused web and telephone service which offers a high quality, tailored experience to each employer.

For larger employers (employing between 250 and 4,999), our expert apprenticeship advisers offer a dedicated, personalised support, responding to meet the employer's needs around training and recruitment.

For businesses with more than 5,000 employees, our apprenticeship advisers provide expert, impartial advice on whole workforce development strategies to all national, multi-site employers. Our advisers help these large businesses to procure, promote and deliver the training they need in the way that works best for their business.

# Case studies

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## Delphi Diesel Sudbury

Delphi's plant at Sudbury is part of a global organisation that develops and manufactures a huge range of advanced technologies for cars and commercial vehicles. Part of the company's Powertrain business, it specialises in high-precision components for the advanced fuel injection systems that make today's heavy duty trucks cleaner and more fuel efficient. To help deliver the skills it needs to do this, Delphi offers Advanced and Higher Apprenticeships in Electrical and Mechanical Engineering.

While at the company, apprentices work towards either an HNC or an HND in their chosen field; the latter is equivalent to a Foundation Degree. They also learn specialist skills needed for the workplace. Delphi's apprenticeships have been accredited by the Institute of Mechanical Engineering.

**"Apprenticeships are vital to our business, and we definitely see them as our future. We're a large firm with a lot of different specialist disciplines, and the only way to ensure a constant supply of highly skilled technical staff at this level is through apprenticeships."**

Roy Engle, Training Centre Supervisor at Delphi

## DELPHI

"We've always provided apprenticeships here," says Roy Engle, Training Centre Supervisor. "Skilled technical staff are difficult to recruit, so we want to have young people coming through the factory that we can train in a bespoke way for our business. "Our apprentices are very talented individuals. They're learning skills such as milling, turning and grinding, they can produce components and get involved in their own projects. Because they also end up with recognised qualifications, it's the best of both worlds."

Delphi is planning to increase the number of apprentices in the future, with the aim of having 40 employees on apprenticeships at any one time.

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**40** 

employees on apprenticeships  
at any one time

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## Whiteoaks



whiteoaks

Farnham-based Whiteoaks is a leading technology PR and social media agency. In the fast-moving world of digital communications, the business has to make sure it stays ahead of the game. In 2012, it decided to recruit a team of young apprentices to help deliver its new digital services.



As 'digital natives' apprentices contribute fresh ideas and an original perspective, actively contributing to key campaigns and the generation of revenue.

Whiteoaks' first three apprentices started their higher apprenticeships in Public Relations in September 2012. The current apprentices study one day a week for their Level 4 BTEC in Public Relations.

The apprentices have had a positive impact on the business. As 'digital natives' - part of a young generation that see the internet as an integral part of their daily lives - they contribute fresh ideas and an original perspective, actively contributing to key campaigns and the generation of revenue.

The company has already offered full-time jobs to all three apprentices and is planning to take on a new cohort. "Apprenticeships are a new idea for PR firms," says James.

**"In a profession dominated by graduates, there are few structured schemes for those wishing to enter the industry without qualifications or experience, and we quickly recognised the value of the higher apprenticeship route for both young people and for employers."**

James Kelliher, Chairman and  
Chief Executive Officer at Whiteoaks

# Case studies

## BT



BT is one of the world's leading telecommunications providers, operating in over 170 countries. The company employs 88,000 people in total of which around 1,400 are currently undertaking an apprenticeship.

BT has an extremely diverse number of programmes. They currently deliver 11 different apprenticeship frameworks covering: Business Administration, Customer Service, Financial Services, HR, Management, Sales, Learning & Development, Power, IT, ICT and Telecoms.

They also offer a significant number of higher apprenticeships, some with foundation degrees making them a 'real' alternative to university.

Their finance apprenticeship takes people to Chartered Accountant status in 5 years and 2014 will see new frameworks in Cyber Security and Digital Media introduced to their portfolio.

The vast majority of apprentices stay with the company on completion of their apprenticeship and into the future, with some ending up in senior management roles within the company.

**“BT is proud to offer employment through a quality apprenticeship programme that is a core part of BT’s talent entry strategy. Apprenticeships demonstrate to our customers BT’s commitment to provide an engaging, professional workforce whose skills have been externally recognised. We offer young people outstanding opportunities to build their careers, and we remain committed to encouraging all our people to realise their potential by expanding the breadth and depth of their experience across our business”**

Deb Lee, Chief Learning Officer at BT



## Weightmans



Weightmans LLP, a top 50 national law firm with nine offices nationwide, has been providing legal services to public and private sector organisations for over 180 years.

In May 2013, the company took on the first legal services higher apprentice in the country - 19-year-old Jordan Coulton. The firm was so impressed with Jordan's performance that they took on a second higher apprentice a few months later.

By the end of their higher apprenticeship the apprentices will have gained a number of vocational qualifications including a Level 4 CILEX Diploma in Providing Legal Services.

Weightmans wanted to offer higher apprenticeships to provide an alternative career path for young people wanting to enter the legal profession to the traditional university route.

**“Within five years, we expect our apprentices to be working their way up the career ladder, running their own caseloads and potentially to be qualifying as associates.”**

Sarah Hardy-Pickering, Learning and Development Manager at Weightmans

From the start, the apprentices relieved pressure on existing staff taking on administrative duties and freeing up associates' time for fee-earning activity. Within a few months the apprentices have become involved with fee-earning activity themselves, such as preparing documents for hearings and assisting with writing witness statements.

# May 2013:

country's first legal services  
higher apprentice



# How do I recruit an apprentice?

Apprenticeship vacancies, the job site for your apprenticeships, enables you to advertise your apprenticeship vacancies for free and find candidates who match your criteria.

This not only saves a significant amount of money but is also a convenient way to manage the recruitment process in one place. Your training organisation will work with you through the process to place your vacancy, manage the applications and help you to select your chosen candidate.

Apprenticeship vacancies enables you to find the perfect match for each apprenticeship vacancy you advertise. Over 1.6 million applications were made online in 2013.

Looking to recruit? Find your perfect match at [greatbusiness.gov.uk/apprenticeships](https://greatbusiness.gov.uk/apprenticeships)

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# +25k

quality apprenticeship vacancies are available online at any one time at [greatbusiness.gov.uk/apprenticeships](https://greatbusiness.gov.uk/apprenticeships)

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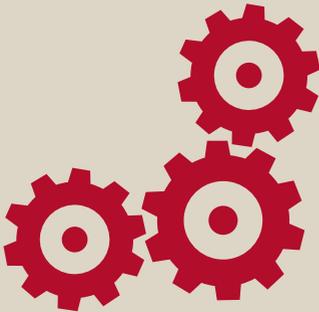
# Three simple steps

**The National Apprenticeship Service is here to support employers and has made it easier than ever to employ an apprentice.**

Our dedicated employer teams are on hand to guide you through the simple three-step process to hiring an apprentice.

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**1** **Decide** on your requirements with an apprenticeship adviser and drive recruitment through our free apprenticeship vacancies service. Call 08000 150 600 for more information.



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**2** **Deliver** the apprenticeship, working with a training organisation to reduce the burden on your business.



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**3** **Develop** your apprentices and enter them into awards and competitions to put your business on the map.

There has never been a better time to employ an apprentice.

# For more information

## **Tweet us:**

[Twitter.com/apprenticeships](https://twitter.com/apprenticeships)

## **Follow us:**

[Linkedin.com/company/national-apprenticeship-service](https://www.linkedin.com/company/national-apprenticeship-service)

## **Visit us:**

[Greatbusiness.gov.uk/apprenticeships](http://Greatbusiness.gov.uk/apprenticeships)

## **Call us:**

08000 150 160

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