

# ACCEPT NOTHING LESS

Application for  
Modern Apprenticeship

**ACCEPTED**

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**MODERN APPRENTICESHIPS**

**BETTER TRAINING BETTER BUSINESS**



Learning+Skills Council  
London South

## Modern Apprenticeships – The benefits are clear

Modern Apprenticeships are recognised by leading employers as one of the key training and development tools in improving skill levels across the UK. The benefits for your business are significant. You get

- ➔ on the job training tuned to your business needs
- ➔ financial assistance
- ➔ increased staff retention and motivation
- ➔ support from experienced training providers

### IT'S A WIN-WIN SITUATION!

The Modern Apprenticeships are proving their worth in a wide variety of sectors – in traditional industries as well as in more modern professions. This is because the flexibility of Modern Apprenticeships makes it suitable for companies looking to pass on their specialised skills to a new generation of employees; likewise for those organisations in fast-moving, high technology sectors where training requirements are constantly evolving.

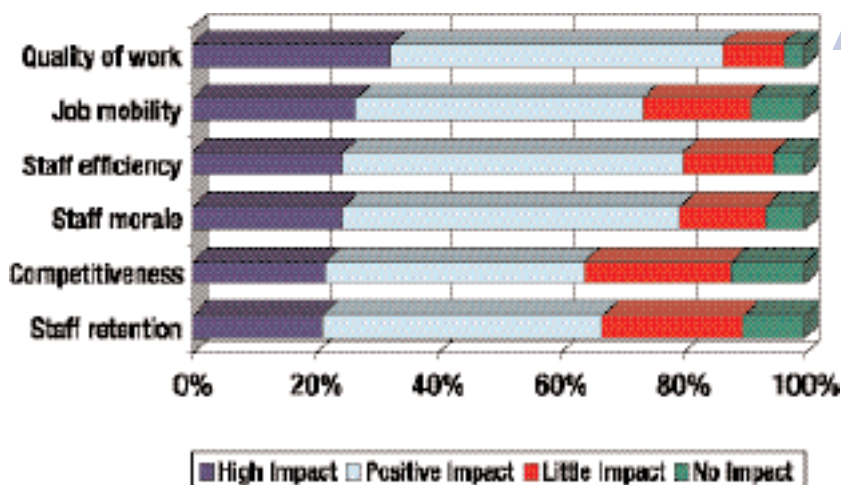
## Modern Apprenticeships for business

The results of a survey conducted by Benchmark Research in May and June 2001 amongst employers operating Modern Apprenticeship programmes clearly emphasise the real business benefits.

- ➔ Nine out of ten employers questioned in the survey stated that the training given to their Modern Apprentices is relevant to the work of their organisations.
- ➔ In addition, the Modern Apprenticeship programme had a positive effect on the organisation as a whole, in terms of staff retention, morale and efficiency, as well as current or future competitiveness, quality of work and internal job mobility.
- ➔ For all of these measures, at least two-thirds of those questioned believed the MA programme had had a “high” or “quite a positive” impact. Quality of work was cited in these terms by nearly 87 per cent.

Overall the research indicates that the Modern Apprenticeship programme is having the greatest positive effect on the quality of work and output.

### WHAT POSITIVE IMPACT HAS EMPLOYING MODERN APPRENTICES HAD?



// Large organisation or small, Modern Apprenticeships improve your business efficiency, quality, morale and staff retention //

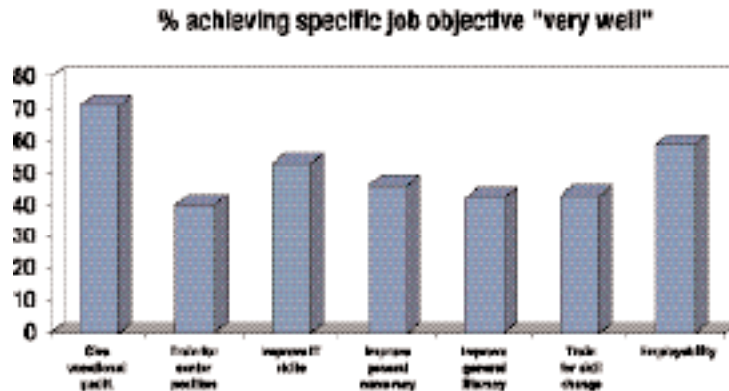


## Modern Apprenticeships for young people

Young people aged 16-24 get a real job, receive training towards a nationally recognised qualification and earn a wage at the same time.

It's easy to see from the Survey results that where employers have set out specific objectives for Modern Apprentice staff, these have been met very well or quite well for over 90% of respondents.

This means that Modern Apprentice students have seen benefits such as raising their IT, literacy and numeracy skills as well as improving self-confidence and job satisfaction.



## Modern Apprenticeships in practice – how they work

Employers are responsible for taking on the Apprentice and providing on-the-job training opportunities so that the apprentice gets the hands on skills and experience they need to work in your organisation.

You'll be responsible for the wages of Apprentices in full-time employment and you can negotiate a salary which reflects their skills, experience, age and abilities and which takes into account a fair rate for the job concerned.

Modern Apprentices who are on work placements receive a guaranteed training allowance of a minimum £40 a week paid by the Learning and Skills Council, but it's normal for you to provide an additional work placement allowance. In reality, Modern Apprentices who are fully employed tend to be more loyal and committed which brings greater stability and business benefits.

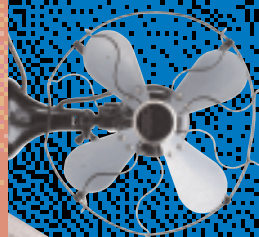
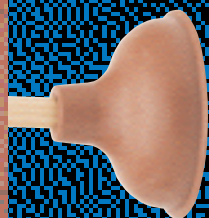
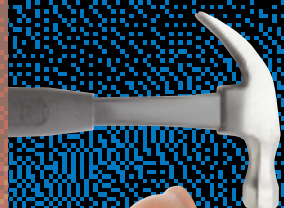
On the job training allows Apprentices to achieve National Vocational Qualifications (NVQs) which are gained through assessment of performance and knowledge at work.



### THE ACADEMIC EQUIVALENTS OF NVQS ARE

<b>NVQ1</b>	FOUNDATION GNVQ	THREE-FOUR GCSEs AT GRADE D-E
<b>NVQ2</b>	INTERMEDIATE GNVQ	FOUR-FIVE GCSEs AT GRADE A-C
<b>NVQ3</b>	ADVANCED GNVQ	TWO A LEVELS
<b>NVQ4</b>	FIRST DEGREE	
<b>NVQ5</b>	POSTGRADUATE QUALIFICATION	

## Modern Apprenticeships are available in the following



**ACCOUNTING**

**ADMINISTRATION**

**AIR CONDITIONING**

**ANIMAL CARE**

**BRICKWORK**

**BUILDING CRAFT OCCUPATIONS**

**CALL HANDLING**

**CARE**

**CARE FOR THE ELDERLY**

**CARPENTRY & JOINERY**

**CARPENTRY (WOOD OCCUPATIONS)**

**CATERING**

**CATERING & HOSPITALITY**

**CHILDCARE**

**CHILDCARE MANAGERS**

**COMPUTER ENGINEERING**

**CONSTRUCTION**

**CONSTRUCTION CRAFT**

**CUSTOMER SERVICE**

**DISTRIBUTION & WAREHOUSING**

**ELECTRICAL & ELECTRONIC**

**SERVICING**

**ELECTRICAL INSTALLATION**

**ELECTRICAL TECHNICAL**

**ELECTRONICS**

**ENGINEERING**

**ENGINEERING MANUFACTURE**

**ESTATE AGENCY (RESIDENTIAL)**

**GAS INSTALLATION**

**HAIRDRESSING**

**HEALTH & SOCIAL CARE**

**HEATING & VENTILATION**

**HORTICULTURE**

**HOSPITALITY**

**INFORMATION TECHNOLOGY**

**INTERNATIONAL & TRADE SERVICES**

**IT INSTALLATION & SERVICE**

**IT INSTALLATION & SUPPORT**

**IT USER SUPPORT**

**LIFE SKILLS**

**MANAGEMENT**

**MECHANICAL ENGINEERING**

**SERVICES**

**MOTOR CYCLE SERVICE & REPAIRS**

**MOTOR VEHICLE**

**MOTOR VEHICLE SERVICE & REPAIR**

**PAINTING & DECORATING**

**PLASTERING**

**PLAYWORK**

**PLUMBING**

**PRE TRAINING**

**PRE TRAINING (FOR HAIRDRESSING)**

**REFRIGERATION**

**RETAIL**

**SERVICE & MAINTENANCE (ENG)**

**SPORT & RECREATION**

**TEAM LEADING**

**TELECOMMUNICATIONS**

**TRAVEL SERVICES**

# Modern Apprenticeships – the results speak for themselves

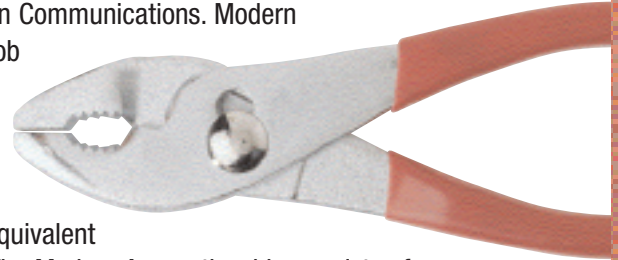
## AN EMPLOYER'S PERSPECTIVE

### Career Start, BT's Modern Apprenticeship Scheme



BT is a major recruiter, taking on hundreds of people each year. We recognise that to meet the business needs of the future we need to invest in the recruitment and training of a diverse workforce. Career Start, BT's Modern Apprenticeship scheme offers a high quality and challenging route into the world of work for people seeking a career in Communications. Modern Apprentices get hands on experience, develop essential job skills whilst enjoying the benefits and security of full time paid employment.

BT's scheme is aimed at 16-21 year olds. The minimum requirements are 3, 4 or 5 GCSE's grade C or above (or equivalent qualifications), depending on the work area applied for. The Modern Apprenticeship consists of a National Vocational qualification at either Level 2 or Level 3 in the chosen subject, plus a Key/Core Skills qualification and a further education qualification. BT expects the Modern Apprenticeship to be completed within 2 to 3 years of joining the company. More information can be found on the website [www.BT.com/careers](http://www.BT.com/careers)



### Price Heating, Surrey

Shaun Raven is age 20 and lives with his parents in Carshalton. He has been working as a plumber for Price Heating in Surrey for one and a half years and has recently achieved a Foundation Modern Apprenticeship in Plumbing.

Price Heating currently employs around thirty people, six of whom are Modern Apprentices. Much of their work is in central London and at the moment Shaun is working on a big contract in the St. Paul's area although next week he could be at a completely different site. "I like the travelling around," he says. "It's better than being in the office!"

### Good worker

Shaun's supervisor at Price Heating is Bill Thomas. Bill says: "When apprentices first start with us, I try to pair them with someone who not only has the experience to train them well, but who I also think they will get on with. Everyone is different and personalities do come into the equation."

Having said that, Bill goes on to comment about Shaun: "I've had no problems with Shaun; he gets on well with the other lads and his work is good. I very much hope he will stay."



## Modern Apprenticeships – the results speak for themselves

### Integrated training

Bill Thomas, who has been with the company for thirteen years, points out that Modern Apprenticeships are very different to the way that he was trained. “When I studied my trade on a City & Guilds course, there was more emphasis on intensive theory training before we were let loose on the practical side. We were at college for several weeks at a time. The Modern Apprenticeship training nowadays has a more integrated approach than before, and Shaun has certainly picked up a great deal during his time with us.”



### “Hands-on” is best way to learn

Shaun strongly believes that hands-on training is the best way to learn his trade. “Some of my friends have done all their training at college, but I think I have learned more than them by actually going out and getting stuck in. I can do quite a lot of things myself now and feel confident of doing a good job.”

### “Benefit the business”

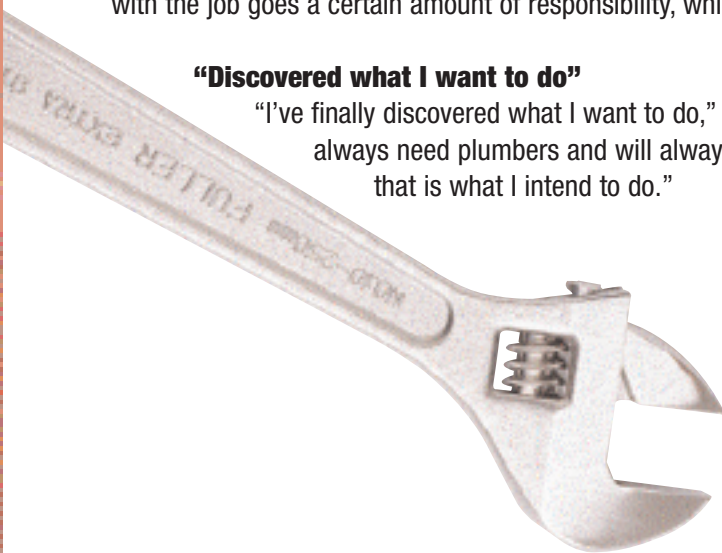
“We certainly find that our Modern Apprentices really benefit the business with their enthusiasm and fresh approach and the company responds by giving them a solid foundation and a trade that should allow them to be able to earn, wherever they are.”

### Responsibility

“Learning through Modern Apprenticeships doesn’t suit everyone and the lads have to have a bit of flair for what they are doing. Shaun seems to have both enthusiasm and flair, and has realised that with the job goes a certain amount of responsibility, which I think he enjoys.”

### “Discovered what I want to do”

“I’ve finally discovered what I want to do,” says Shaun, “and I’m doing it! People will always need plumbers and will always pay for someone to do a job properly, and that is what I intend to do.”



# Modern Apprenticeships – they work

## A TRAINEE'S PERSPECTIVE

### Making the right choice – Amy Topping at ABM Insurance

Amy Topping is age 18 and works for ABM Insurance Partnership in Croydon as an Insurance Clerk. She currently lives with her mum and sister in Thornton Heath and is studying for a National Vocational Qualification (NVQ) Level 3 in Business Administration.

Amy attended Westwood High School in Upper Norwood and after GCSEs she moved to study 'A' levels at College.

#### Loved school

"I loved school," says Amy, "and was sad that I couldn't stay for 'A' levels as all pupils had to leave at age 16."

#### Trouble with college

Amy admits that she "had some trouble with college. It was a two-hour bus ride away and "just too tiring".

Although she stuck with college for a while, after talking it through with both her mum and the college, she eventually "threw in the towel" after nine months and worked on the tills at Iceland supermarket whilst looking around for a job.

#### Different ambitions

"At school I had a different ambition every week. One day I'd want to go into politics," says Amy, "the next to be a policeman or even study medicine. I just didn't have a clue what I would finally choose to do."

I went to Prospects, a sort of teenage jobcentre in Croydon and they offered me an interview with ABM Insurance which was linked to a Modern Apprenticeship with Croydon College."

Luckily for Amy, she was taken on by ABM and started her National Vocational Qualification (NVQ) on day release at the college. To begin with she was undertaking general administration.

#### Getting to know the ropes

"I did filing, photocopying and generally getting to know the ropes, which was pretty useful as it was my first time in an office and everything was new to me."

ABM Insurance employs just four people, so it was also essential that Amy was able to get on with the others, all older than herself.

"Everyone's really friendly and very happy to help me if I need it," she says.

#### More free time

What has surprised Amy was the increased amount of free time that she has: "When I was at college, not only were the hours long but I had to work as well to make some money," she points out.

"Now, I'm not only training at work, but I'm earning at the same time, so I've now got more time to spend my money, or just relax. It's an added benefit that I didn't expect."

Amy has been so successful that after just six months she was promoted to Insurance Clerk, dealing with motor insurance. She is really enjoying the role and is looking forward to a new Modern Apprentice starting... as, "It's all so recent that I can hopefully pass on some useful tips to help them."





## Modern Apprenticeships – they work

### A role model

With Amy doing so well, she now finds herself being a role model for her sister who also wishes to undertake a Modern Apprenticeship.

### Going out on the town

“I’m really pleased to have found something I’m good at and enjoy,” says Amy. “Not only can I see more of my friends, but I go out in Croydon, which is like a little London and a great shopping centre, as well as spending more time at home than when I was at college.”

It’s really good training as a Modern Apprentice and should equip me for a lot of different things, if I ever decide to move on. But right now, I’m still learning and working with some really nice people.”

### Delighted with progress

Amy’s boss is David Barrett, who is delighted with her progress.

“Amy is doing very well and we were pleased to be able to promote her so soon after she started. We have employed Modern Apprentices before, in fact we still have one who has been with us for over four years.”

### A gentle start

ABM Insurance “break their apprentices in gently,” says David, “and start them off with filing, producing printouts, preparing cover notes for issue, answering the telephone and sorting the post.”

“This might seem menial work, but it’s the very backbone of the business as if the office administration isn’t run properly then everything grinds to a halt,” he points out.

“It’s also an excellent way for the apprentices to see where they enjoy working, what they do well and what isn’t quite to their taste.”

### Willing to learn

“We much prefer Modern Apprentices because if they come to us straight from school, they seem more willing to learn from the bottom up. Often those who have been in higher education have an inflated idea of their own importance and feel they are worth more, both in responsibility and salary.”

### College shortlists candidates

David uses Croydon College to shortlist candidates for him to interview.

“I have found the college absolutely excellent. We just give them a call to say that we have a vacancy for a Modern Apprentice and they select three suitable candidates for us to interview. We then make a job offer to the one we feel has the best feeling for the role we are offering.”

David points out that this also saves the company money and time as they don’t have to advertise in the local paper and trawl through CVs and telephone calls before compiling their own shortlist.

Croydon College will also only provide students who are capable of doing the job: “It’s a great recruitment service,” he adds.

### Recommending Modern Apprentices to other businesses

ABM Insurance’s Modern Apprentices have generally been so successful that David has recommended Modern Apprentice recruitment to other insurance brokers in the area.

“It’s worked well for us and we thoroughly recommend it to others in similar situations,” he says.



# Modern Apprenticeships – they work

## A TRAINEE'S PERSPECTIVE

### Another way of learning – James Shaw at Buchanan & Curwen

James Shaw, aged 20, is studying for an Advanced Modern Apprenticeship in electrotechnical systems to achieve the status of a Joint Industries Board (JIB) Electrician. He attends a college in Southampton one day a week where he is currently studying for a National Vocational Qualification (NVQ) Level 2 and will go on to take an NVQ Level 3.



He lives in Cobham and travels four days a week to work at Buchanan & Curwen (Leatherhead) Ltd, a firm of electrical engineers. He is employed as an apprentice and has been with the firm for two and a half years.

### Enough of classrooms

James says: "I passed ten GCSEs at school and was expected to go on to 'A' level, but I started the sixth form as I had no idea at that stage what else I wanted to do."

Eighteen months later, however, James felt he had had enough of academic studying in a classroom and decided to leave school in order to train as an electrician, a subject that had always interested him.

### Other options

"Unfortunately, the teachers at school were more interested in academic qualifications than practical skills, so I had to do a great deal of research myself to find a way of training in electronics," James continues.

"I wasn't ready to go on to higher education and felt that a trade apprenticeship like a Modern Apprenticeship was the best way of gaining experience - a different way of learning."

Although his parents were at first a little taken aback at James' decision to leave school, he says that now they realise the potential benefits of his chosen career and have been very supportive.

### Willingness to learn as an apprentice

Buchanan & Curwen is an old-established business and has a very prestigious list of clients. James feels very fortunate that when he applied to them that they took him on as a Modern Apprentice. Their policy is to assess all applicants on the basis of aptitude and attitude and, whilst apprentices need a certain level of education, more important is their willingness to learn and apply themselves to the job in hand.



### Good choice

Although fitting in his studying with his work can sometimes be tricky, James believes that he has made a good choice.

### Different from school

"At first, it was more difficult than I thought, going into a working environment which is totally different from school," says James. "As a Modern Apprentice I felt that there was some pressure on me to learn fast so that I could be an asset to the company which was, after all, investing its time and money in me."

## Modern Apprenticeships – they work

However, James soon found that the support he received from both the company and the college tutors helped him adjust and now feels comfortable with his situation.

“The people I work with are a good crowd and we get on well,” says James.

“As I’m a bit older and more mature than if I had joined the company straight from school, I feel I have more in common with the rest of the employees and this has given me confidence.”

### **Commitment**

James is committed to the company and to his training. “The work I am doing now will stand me in very good stead in the future.”

### **Paid more when obtained more skills**

Once James has completed his NVQ Level 3, he will find that the pay structure will become more flexible.

“We believe in paying according to ability,” says company secretary and James’ supervisor, John Hickey. “We keep our staff because they know they will be rewarded. James is a particularly successful trainee and his experience endorses our firm belief in investing heavily in training.

“What we look for in applicants for apprentices is a positive attitude and a willingness to adapt to the type of situation in which they are required to work. Our clients want not only a high standard of work, but also workers who can talk to them responsibly and adapt to their requirements.”

### **Business consortium**

Landing a job at Buchanan & Curwen was particularly fortunate for James, as they take a very positive attitude to training and have set up a consortium with several other businesses specifically to recruit trainees. “We prefer to train our employees ourselves,” says Mr Hickey. “By taking a personal interest in our staff we believe that both the company and the employees benefit equally.”

### **100% apprentice success**

Mr Hickey is pleased to be able to say that virtually 100% of their apprentices have remained with the firm.

### **A credit to the company**

“What we want from our applicants is not only intelligence and technical ability, but also the right attitude and a degree of maturity,” continues Mr Hickey. “James displayed exactly the requirements we were looking for and has been a great credit not only to himself but also to the company.”



# Modern Apprenticeships - making the right moves

## THE KEY STEPS TO BE BECOMING A MODERN APPRENTICE EMPLOYER

### Assess your needs

- ➔ Where are your skills shortages?
- ➔ Where will your skills shortages be as technology develops or your workforce ages or retires?
- ➔ Talk to the London South Learning and Skills Council about whether the Modern Apprenticeship structure is right for the training needs of your organisation
- ➔ The London South LSC can put you in touch with an appropriate training provider
- ➔ Find out about the cost implications and funding which may be available
- ➔ Think about how many places to offer and where new Apprentices will be employed

### Find your apprentices

- ➔ Talk to the Training Organisations, Connexions, the Careers Service and local schools about recruiting school leavers to become Modern Apprentices
- ➔ Think about the qualities you're looking for – the best academic students may not always be the best for your requirements
- ➔ Decide on the right selection process
- ➔ Don't forget you may find what you're looking for amongst your current young employees

### Arrange training

- ➔ Plan out what training is required and think about practical skills, key skills and special elements related to your business
- ➔ Where will training take place – on and off the job, on and off site?
- ➔ Who will undertake the training – in house staff or outside training providers?
- ➔ When will training take place – day release, block release or another pattern?
- ➔ Consider who will assess National Vocational Qualifications. If you don't have a qualified assessor in your company, talk to the LSC
- ➔ Formalise your training plan

### Establish support systems

- ➔ Decide how much ongoing support you can provide
- ➔ Decide whether you will contract directly with the LSC or whether you'll use a training provider as intermediary
- ➔ Create a written training agreement that highlights the training on offer, the qualifications which should result and the commitment required from all parties

For further assistance or a one-to-one discussion, please call our Modern Apprenticeship Helpline on

**08000 935 935**





## **The Learning and Skills Council London South - where we fit in**

We are responsible for managing the Modern Apprenticeship programme across the south London area as part of our broader remit to raise the level of skills, knowledge and understanding of young people and adults to world class standards.

We are able to help and advise on all aspects of the Modern Apprenticeship programme and can put you in touch with local training providers who will work with you to implement your MA training programme.

For further assistance or a one-to-one discussion, please call our Modern Apprenticeship Helpline on **08000 935 935**