

A GUIDE FOR
Employers



A close-up photograph of a young woman with blonde hair, smiling broadly. She is wearing a teal-colored top. The background is blurred, suggesting an indoor setting.

ABOUT PEARSON

At Pearson, we take learning personally. We are the world's leading learning company, providing education and assessment services in over 60 countries. In the UK, names like Edexcel, Longman, Heinemann, and BTEC combine 150 years of experience with resources, technology and expertise that support every learner.

We offer the largest selection of work-based learning related qualifications to employers in the UK. These include BTEC Apprenticeships, NVQs, Foundation Learning, Functional Skills, Work Skills and BTECs, as well as our customised framework and Accredited by Edexcel services.



We are passionate about Apprenticeships. So much so that more than 150 people in Pearson UK's workforce are currently undertaking an Apprenticeship programme. I believe it is this day-to-day interaction with our apprentices that gives us a unique insight into Apprenticeships from an employer's perspective, allowing us to design and tailor Apprenticeship programmes to support your individual business needs.

When talking to employers, I regularly challenge their perceptions of what Apprenticeships can bring to them. Every time a business creates a vacancy in their organisation, at whatever level, I believe they should first ask whether that role can be filled by an apprentice.

Apprenticeships help to ensure your company will have the specialist skills and expertise needed to maintain competitive advantage - both now, and in the future.

Trevor Luker



Managing Director
Pearson Work Based Learning

➔ WHO WE WORK WITH



↘ THE VALUE OF APPRENTICESHIPS

Apprenticeships have been around for years in various forms. There are a number of reasons why they continue to be so popular amongst employers of all types and sizes:

BUILD THE BEST WORKFORCE

Apprenticeships are proven to be one of the most effective ways to recruit, train and develop a loyal and highly skilled workforce for your company. Apprentices can be young recruits straight from school, or can be more experienced employees who want to build up their skill set in the workplace. You can deliver a standardised BTEC Apprenticeship or work with Pearson or your local learning provider to develop your own customised offer, which can fit straight into your current training and development plans. Essentially, you can accredit training you are already doing.

If you train staff and give them opportunities to progress they are much more likely to stay in the organisation and want to be part of its success and growth. It is also more cost-effective to retain staff than to recruit new people. No organisation wants a high labour turnover, especially in today's challenging economic landscape.

PROVEN RETURN ON INVESTMENT

Apprenticeships pay for themselves. Don't just take our word for it though. The following feedback was taken from a 2008 survey commissioned by the Learning Skills Council (LSC).

- 77% of employers believe Apprenticeships make them more competitive.
- 76% say that Apprenticeships provide higher overall productivity.
- 80% feel that Apprenticeships reduce staff turnover.
- 88% believe that Apprenticeships lead to a more motivated and satisfied workforce.

There are many more supporting statistics which you can see for yourself at www.apprenticeships.org.uk It is clear that Apprenticeships really do lead to both short and long term cost savings for all types of organisations.



“We’ve found our staff are more engaged in their work and seen an increase in staff motivation and satisfaction. This increases our customer satisfaction, because our customers are engaging with a professional workforce, which is important to them.”

Andy Palmer, Head of Skills for the BT Group



IDENTIFY AND FILL YOUR SKILLS GAP

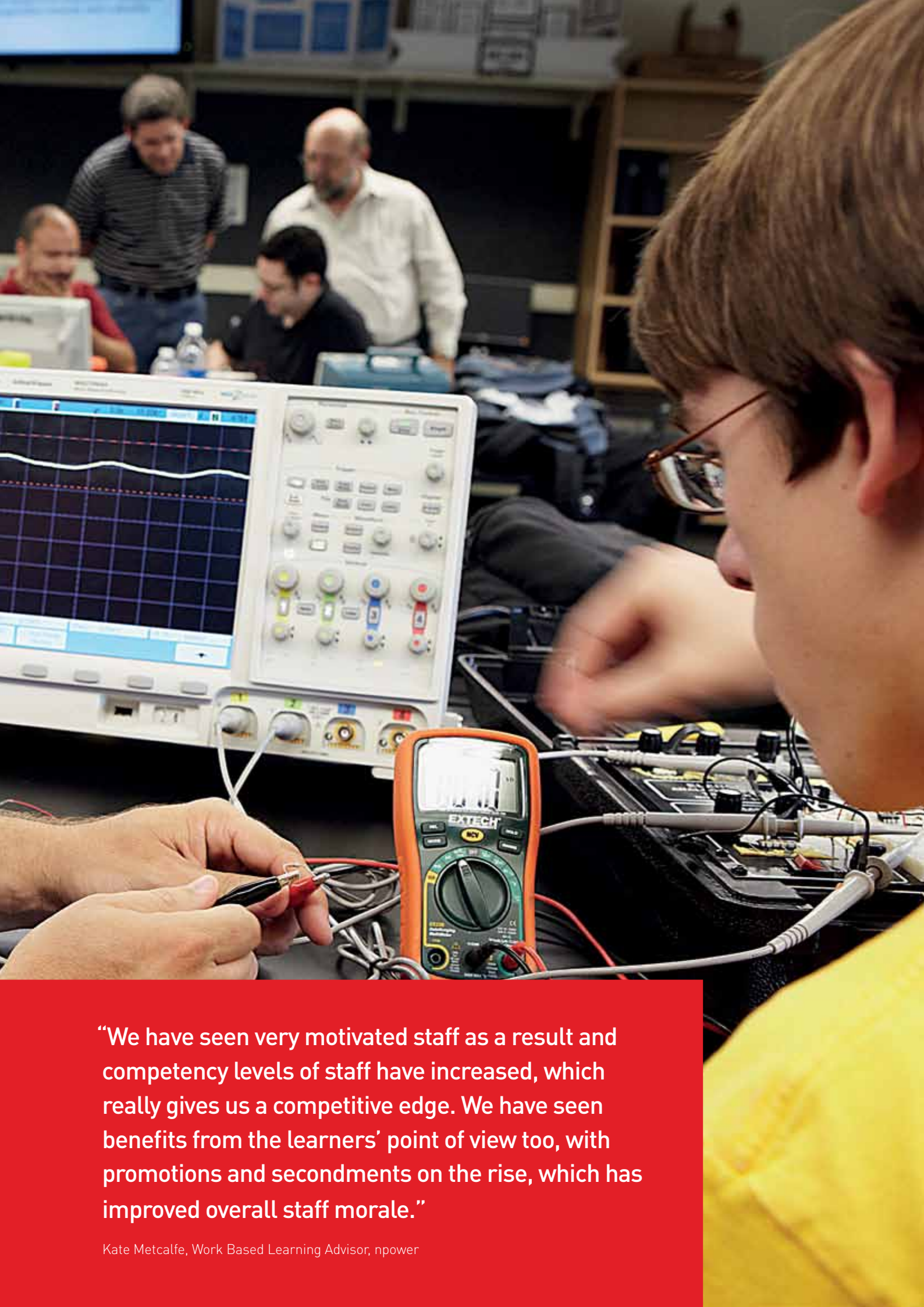
Apprenticeships deliver skills catered around your business needs, providing the skilled workers you need for the future. They also help develop the specialist skills needed to stay ahead of the competition and keep up-to-date with the latest technology. We can map your existing training schemes to fit into the BTEC Apprenticeship.



FLEXIBILITY ACROSS ALL SECTORS

Apprenticeships are traditionally seen as being for young people who want to work in areas such as motor mechanics, engineering and construction. Our new selection of BTEC Apprenticeships, however, is the widest and most in-depth suite of qualifications available. Now you can run Apprenticeships in everything from management and team leading to customer service, retail, hospitality, business administration, spectator safety and health and social care.

Our new BTEC Apprenticeships provide flexible structures, which align easily with the individual needs of your workplace.



“We have seen very motivated staff as a result and competency levels of staff have increased, which really gives us a competitive edge. We have seen benefits from the learners’ point of view too, with promotions and secondments on the rise, which has improved overall staff morale.”

Kate Metcalfe, Work Based Learning Advisor, npower

↘ APPRENTICESHIPS: YOUR QUESTIONS ANSWERED

What is an Apprenticeship?

A work-based training programme designed around the needs of an employer, which lead to nationally recognised qualifications.

Who are they for?

You can use Apprenticeships to train both new and experienced employees.

Who delivers them?

You can manage the programme in-house and use your own supervisors and managers to facilitate all of the training. Pearson can support you through this process.

Alternatively, we can put you in touch with a training provider or local college, who can help you with the recruitment and training process. We can also connect you with Group Training Associations (GTAs) and Apprenticeship Training Agencies (ATAs) which have been set up to help small and medium-sized enterprises (SMEs) that may not have the resources or experience to effectively run their own Apprenticeship scheme. These organisations can help minimise exposure and risk by providing the apprentice with legal employed status.

Where do they take place?

The majority of training takes place “on the job” at your workplace. You can choose to deliver everything yourself or components can be provided by a local college or training provider.

Are there different levels of Apprenticeships?

There are three levels of Apprenticeships available for those aged 16 and over – Intermediate, Advanced and Higher Apprenticeships. We can work with you to identify which level best suits your employees.

What types of Apprenticeships are there?

Apprenticeships are available across a wide variety of industry sectors from business administration and finance through to media and design, and transport and logistics. Our website lists all the sectors where a BTEC Apprenticeship is available: www.btecapprnticeships.com

Can they lead to further study?

Yes. Apprentices can progress to higher education, including university degrees.

What are my responsibilities as an employer?

You are responsible for giving your apprentice an induction into their role, providing them with on-the-job training and paying their wage.

Will there be a lot of paperwork?

No. There is a requirement for you to ensure that the training provided is of a sufficient quality and that any funding you access is used for this training, however this is not a bureaucratic process.

Is funding available?

Apprenticeship funding is available from the National Apprenticeship Service (NAS). The size of the contribution varies depending on the size of your business, your sector and the age of your employee. This contribution is paid to the organisation that provides and supports the Apprenticeship. In most cases this will be the training provider, however large employers running an in-house Apprenticeship scheme may receive funding themselves. We can guide you through this process to ensure you access all the funding that is available.



➤ WHY BTEC APPRENTICESHIPS?

BTEC Apprenticeships are a new breed of Apprenticeships, entirely focused on the needs of apprentices and their employers.

Our fully-integrated solution:

- ➔ makes Apprenticeship delivery much more time and cost efficient, error-free and profitable.
- ➔ is built on core BTEC values of flexibility, employability, progression and quality.
- ➔ incorporates advanced technology such as on-screen testing for more effective learning.
- ➔ can be delivered by your managers with minimum reliance on external consultants.
- ➔ is supported by an extensive range of assessment materials which align with our flexible approach to assessment.
- ➔ is built on a robust quality assurance model.

“The BTEC Apprenticeship programme increases our employees’ confidence and enables them to focus on guest experience, which in turn raises our standards of service. It has not only improved our employee retention, but shows clear progression routes within the hospitality industry.”

Nicky Scotchford, Apprenticeship Manager, Punch Taverns

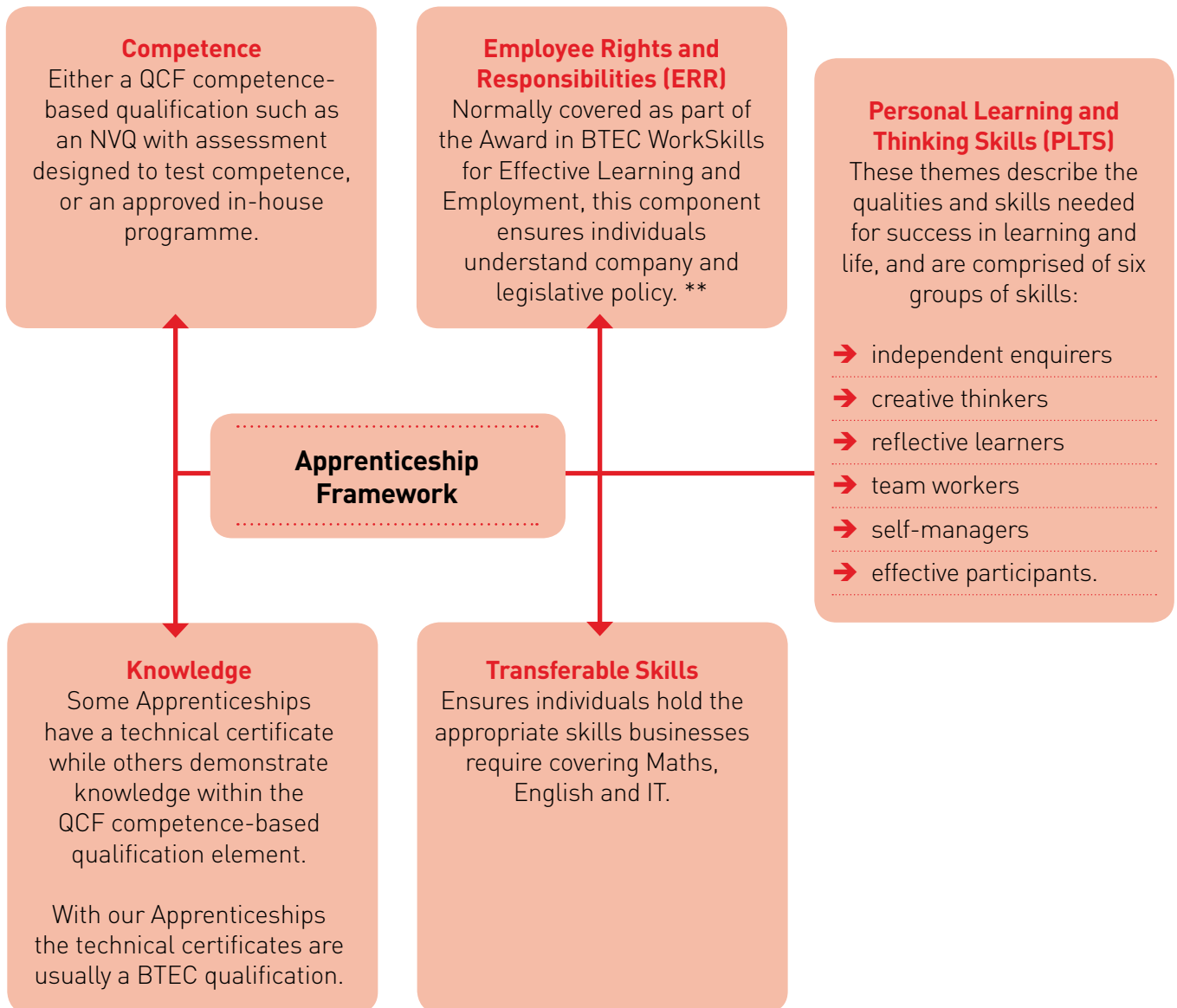


APPRENTICESHIP FRAMEWORK

In April 2011, the government introduced a new framework for Apprenticeship delivery in England - the Specification of Apprenticeship Standards for England (SASE).*

Apprenticeships support progressive learning through a structured framework which provides industry sector approved skills through a set of nationally recognised qualifications.

Each of these components can also be taken as stand-alone qualifications if preferred.



* In Wales, the ASCL Act will introduce the Specification of Apprenticeship Standards for Wales (SASW) in Autumn 2011 and, wherever possible, we will seek consistency between the specifications for the two countries.

** The Award in BTEC WorkSkills for Effective Learning and Employment is included free as part of the BTEC Apprenticeship framework. It enables learners to gain credit for their coverage of ERR, while achieving a formal qualification.

➤ SUPPORTING BT IN DELIVERING CUSTOMER SERVICE QUALIFICATIONS



SUMMARY

Customer profile

BT is one of the world's leading providers of communications solutions and services.

Qualifications

- BTECs
- BTEC Apprenticeships
- NVQs
- SVQs
- Key Skills
- Core Skills

Business benefits

- 92% achievement rate
- Increase in staff motivation and satisfaction
- Improved customer satisfaction

BTgroup www.btplc.com



The customer

Operating in more than 170 countries, BT is one of the world's leading providers of communications solutions and services. Their main activities include networked IT services, local, national and international telecommunications services, and higher value broadband and internet products and services.

BT Group, employs 96,000 staff in the UK.

The challenge

As part of BT Group's aspiration to be "the number one choice for customer service" it was crucial to demonstrate that they have a professional workforce who can be trusted to deliver excellent service consistently to their customers.

To achieve this level of professionalism and customer satisfaction, BT wanted to up-skill and re-skill their existing staff. They also wanted to give their staff better opportunities for job satisfaction and future development.

It was crucial for BT to work in partnership with an educational services provider that could be flexible; one that understood the needs of large employers in the telecommunications sector.

The ability of the provider to support BT throughout the training and assessment process was an important consideration, as was measuring the business impact from this initiative.

The solution

Pearson Work Based Learning worked with BT to review the current training programmes delivered to staff and map these to nationally recognised qualifications including BTECs, Key and Core Skills, SVQs and NVQs. These qualifications form Apprenticeship programmes and to date almost 8000 employees in BT contact centres have achieved, or are registered onto, a BTEC Apprenticeship programme.

Given that BT is a UK employer it was a key advantage that Pearson Work Based Learning could support delivery across the whole of the UK.

Given the rapidly changing telecoms environment BT saw great value in offering both technical training and training in skills in English, Maths and ICT.

BT also provide leadership programmes for all managers in their contact centre organisation. These too have been mapped to the requirements of the Apprenticeship ensuring that there is a common UK measure of managers' knowledge, understanding and competence.



The outcome

BT have seen considerable benefits since incorporating Pearson Work Based Learning's qualifications within their approach to learning and development.

Staff are remaining with BT longer than previously, which substantially reduces the cost of hiring replacements, improves morale and provides a talent pool to support succession planning.

Andy Palmer, Head of Skills for the BT Group, reflected on the impact on employees:

“The success of the programme is well reflected in our 92% achievement rate. We’ve found our staff are more engaged in their work and seen an increase in staff motivation and satisfaction. This increases our customer satisfaction, because our customers are engaging with a professional workforce, which is important to them.”

Mr. Palmer was also impressed with the level of support from Pearson Work Based Learning: “The support has been exceptional – they have provided us with a complete end-to-end experience. They are always very responsive to our needs and very flexible to provide us with information we need, when we need it.

“Pearson provides regular updates on funding, policy and changes in government. More importantly they understand the detail of each change in policy and can support and talk us through any changes to ensure we’ve implemented them into BT.”

“Work-based learning is absolutely critical to BT. Pearson provides invaluable input, advice and guidance to our learning and development programmes and we recommend using Edexcel qualifications to other companies.”

ACCREDITATION FROM EDEXCEL

At Pearson, we recognise that traditional qualification services may not always be suitable for your unique business needs. That's why we offer Accreditation from Edexcel, where we recognise and accredit your in-house training programmes against international quality standards.

How does it work?

Our Accreditation from Edexcel service assesses the structure of your own in-house training programmes and the surrounding policies and procedures in these five easy steps:

→ STEP 1

Email "*Accreditation from Edexcel for employers*" with your contact details through to wbl@pearson.com

→ STEP 2

One of our employer experts will be in touch to explain the process and send you a form to complete.

→ STEP 3

Send the completed form back to us.

→ STEP 4

Your application is reviewed and assessed by us to ensure that all the quality criteria are met.

→ STEP 5

The service levels for the accreditation are agreed. This agreement is renewed annually. Your organisation will be issued an Edexcel plaque and a certificate of achievement will be issued to each of your staff. A re-audit will be conducted on an annual basis.

How does your organisation benefit?

GAIN INTERNATIONAL RECOGNITION: Your training programmes will be recognised in over 80 countries.

SAVE TIME: You do not need to redevelop your existing training programmes.

FULL CONTROL: You have total control and ownership of your products and training programmes.

MORE RESOURCES: As part of Pearson, the world's leading learning company, we offer the widest range of learning resources to support your staff and your organisation.

ATTRACT THE BEST: Attract more leading minds within your sector with an internationally renowned training programme.

INCREASED STAFF RETENTION: Certifying your learners' achievements will demonstrate your commitment to their development, and ultimately increase their morale and productivity.

QUALITY ASSURANCE: An internationally accredited programme ensures that consistent standards are delivered and maintained across all your sites/locations.

FULL SUPPORT: Your dedicated account manager will guide you through each step of the process.

➔ HOW WE CAN HELP

Employer challenge	Pearson solution
Developing employees to maximise workforce productivity with minimal cost and business disruption.	Work with you to create a bespoke learning and development programme that is embedded into existing business practices.
Linking learning and development to key performance indicators (KPIs).	Establish your business requirements and KPIs and develop a programme with learning and development objectives that align with these.
Building key progression pathways to retain high calibre employees.	Design and embed a suite of accredited learning programmes to develop talent and leadership that provide clear progression pathways to all levels of the organisation.
Inadequate internal resources to support learning and development.	Provide experienced trainers and assessors to deliver learning and development programmes; offer an extensive range of learning resources, from printed publications to e-learning tools.
Headcount and financial restrictions.	Link you with established Apprenticeship Training Associations (ATAs) providing legal employed status minimising exposure and risk.
Understanding how to access Government funding to subsidise learning and development programme.	Guidance on and management of funding available to support learning and development programme.

➔ NEXT STEPS

Contact us on **0844 576 0045** or **wbl@pearson.com** to arrange a meeting with one of our employer experts to discuss your specific requirements.

CONTACT US:

Telephone: **0844 576 0045**

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Visit **www.btecapprenticeships.com**

 **twitter.com/btecapprentice**

BTEC is a registered trademark of Edexcel Ltd.
Edexcel limited. Registered in England and Wales no. 4496750
Registered office: 190 High Holborn, London, WC1V 7BH.
Vat reg no. 780089807.

Publication code: Z026802

June 2011

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Construction Hospitality
Retail
Security
Team Leading & Management
Engineering
Learning & Development
Sales
Public Services

