



The employers' guide to

Apprenticeships



London
Apprenticeship Academy
CROYDON COLLEGE

London Apprenticeship Academy and Croydon College

Welcome

Croydon College is the largest provider of Apprenticeships in South London and one of London's leading colleges. The College is renowned for providing learners with the skills and experience they need to gain a head start in their chosen career, as well as the general employability skills required to ensure their future success.

The College is also a provider of two highly acclaimed Advanced Apprenticeships in Sporting Excellence.

Under the banner of the London Apprenticeship Academy (LAA) – and with the support and backing of the National Apprenticeship Service – we are ideally placed to help the future of your business, by supplying the right Apprentice for you. By choosing to employ an Apprentice from the London Apprenticeship Academy, you will benefit from the backing and support of an experienced and forward-thinking college with a firm commitment to delivering quality Apprenticeship programmes, and an efficient and straightforward assessment procedure.

Our programme of courses currently covers 12 different disciplines, from Business Administration to Plumbing, and from Customer Service to Hospitality. And we're expanding into new fields all the time.

Croydon College has always been committed to providing high quality Apprentices who are keen to learn and add value to your business. There has never been a better time to discover the difference an Apprentice can make to the future of your company. Call us today on: **0800 652 0784**



A handwritten signature in black ink, appearing to read 'D. Barlow' with a stylized flourish at the end.

David Barlow
Director of Skills
Croydon Skills & Enterprise College.

What is an Apprenticeship?

An Apprenticeship is a combination of on-the-job training and college learning, in a variety of subjects, that leads to a nationally recognised qualification. The experience gained from studying an Apprenticeship improves students' employability, making it easier for them to find work in their chosen career.

There are many business benefits to employing an Apprentice. These include affordable labour, lower training costs, and reduced recruitment costs. More of these benefits are listed on page 6.

What courses are available?

There are currently more than 190 Apprenticeships available nationwide, ranging from Plumbing and Hairdressing to Sport and IT.

The London Apprenticeship Academy (LAA) offers 12 of the most popular Apprenticeships, in the following fields:

- Advice and Guidance Support
- Business Administration
- Carpentry & Joinery
- Customer Service
- Hairdressing
- Heating & Ventilation
- Hospitality
- IT
- Motor Vehicle
- Plumbing
- Service & Maintenance
- Sport



How does the Apprenticeship work?

Choosing to employ an Apprentice from the London Apprenticeship Academy can be an attractive and highly cost-effective option for your business.

We'll find you a suitable candidate, who will spend most of their time learning valuable practical skills by working under close supervision in the hands-on environment you provide.

The remainder of their time will be spent in college, learning the theory behind the practice, as well as gaining general employability skills.

How does the assessment process work?

As an Apprenticeship is a work-based qualification, most assessments are carried out in your workplace. Some courses involve written tests and assessments, but

the way the Apprentice is assessed depends on the course they are studying.

How old will the Apprentice be?

Apprentices can be as young as 16, though the age range varies. Apprenticeships are usually split into three age groups: 16-18, 19-24 and 25+.

How long does the Apprenticeship take to complete?

As Apprenticeships are flexible courses, they can take between one and three years to complete, depending on the level of Apprenticeship being studied.

What qualifications are necessary?

Most successful candidates have GCSEs in grades A* to C in English and Maths. However, our application procedure allows for each applicant to be assessed on their individual merit.

Apprenticeship FAQs



How do I find a suitable Apprentice?

Your first step should be to contact the London Apprenticeship Academy (LAA). We offer 12 different Apprenticeships, for a wide range of businesses. Simply call us on **0800 652 0784**, or, if you prefer, visit our website at www.croydon.ac.uk and click on 'Apprenticeships'.

The National Apprenticeship Service (NAS) also offers an online matching service, which can be found at www.apprenticeships.org.uk.

Why should I choose the LAA if I'm looking to hire an Apprentice?

Croydon College is the largest provider of Apprenticeships in South London, and one of London's leading colleges. As part of the College, the LAA is committed to providing an excellent range of quality Apprenticeship options in a range of

vocational areas, and we pride ourselves on the quality of our Apprentices.

Whatever business you're in, call us to discover the difference an Apprentice can make to the future of your company.

What levels of Apprenticeship are there?

There are two levels of Apprenticeship available. A standard Apprenticeship provides an NVQ Level 2 qualification, which is equivalent to 5 GCSEs A-C. An advanced Apprenticeship provides an NVQ Level 3, which is equivalent to 2 A Level qualifications, while a higher level Apprenticeship provides a qualification that is the equivalent of a foundation degree.

What support is available for employers?

The launch of the National Apprenticeship Service (NAS) in 2009, means there is now a great deal of

support for employers choosing to hire an Apprentice. The recruitment process has been streamlined, making it easy to find a suitable candidate for your business, and you'll benefit from a close partnership with a college-based assessor who will carry out regular reviews to ensure you're happy with the performance of your Apprentice.

How much can an Apprentice expect to earn in the long term?

The average Apprentice earns £170 per week, or £8,840 a year. While university students may graduate with debts, and need to find employment, Apprentices have the opportunity to earn while they learn, as well as great employability at the end of their course.

Career progression is usually excellent for Apprentices. In fact, over the course of their career, someone with an Advanced Apprenticeship can expect to earn on average £100,000 more than someone without. (Source: A Cost-Benefit Analysis of Apprenticeships and Other Vocational Qualifications, University of Sheffield, 2007).

Are Apprenticeships a new idea?

Far from it. Apprenticeships have been around for centuries: even Leonardo da Vinci was an Apprentice.

Since 1996/97 more than two million people have chosen an Apprenticeship to kick-start their career.

Case studies

The Apprentice

Rhodri Evans, Plumbing, Level 2

As a young Apprentice at Croydon College I'm really enjoying my course and the career path I've chosen. It was really easy to apply for an Apprenticeship through the London Apprenticeship Academy. I was already employed when I applied – and my employer had agreed to my training – so I just filled out an application form.

The College then contacted me and sent an assessor to visit me and my employer. The assessor explained what the course entailed, and what was expected from both me and my employer.

Since starting at Croydon College, I have regular visits from my assessor, who monitors my progress and has regular feedback from my employer. I usually spend one full day at the College, which is split between theory and practicals.

I'm on track to finish my Level 2 Apprenticeship early and hope to move on to Level 3.



The Employer

Elite Heating Services Ltd

Shaun Ottoman has worked in partnership with Croydon College for nine years. During this time, Shaun and his plumbing Apprentices have had a very positive experience with the College.

All of Elite's Apprentices have gone on to achieve both Level 2 and 3 Apprenticeships, following this with successful completion of their gas training and assessment, to achieve Gas Safe certification.

Shaun currently has three Apprentices studying at Croydon College in association with the London Apprenticeship Academy.

One of these is working through his second year at Level 2, while the other two are working towards completing their advanced Apprenticeship at Level 3.

Three of Shaun's original Apprentices, who studied with Croydon College nine years ago, still work for Elite, while the fourth has just started his own business. "He has been a really good employee and therefore his decision to go it alone has the company's full support and good wishes", says Shaun.

Shaun is happy that the relationship between his company and the College continues, and is delighted to recommend the College to others.



Why take on an Apprentice?



There are many reasons why employers look to take on an Apprentice. Here are just a few of the benefits for your business.

- 77% of employees believe Apprenticeships make them more competitive.
- 80% feel that Apprenticeships reduce staff turnover.
- 57% report a high proportion of their Apprentices going on to management positions within the company.

- 88% believe that employing Apprentices leads to a more motivated and satisfied workforce.
- 76% say that Apprenticeships provide higher overall productivity.
- 59% report that training Apprentices is more cost-effective than hiring skilled staff.
- 59% believe that Apprenticeships lead to lower overall training costs.
- 53% feel that Apprentices reduce recruitment costs.
- 83% of employers rely on their Apprenticeship programme to provide the skilled workers that they need for the future.

In terms of return on investment (ROI) linked to Apprenticeships:

- 41% of businesses say that their Apprentices make a valuable contribution to the business during their training period.
- 33% report that Apprentices add value within their first few weeks, or even from day one.

Source: www.apprenticeships.org.uk

What will it cost?

Employing an Apprentice can be highly cost-effective for your business, as it gives you the chance to train enthusiastic new staff while the government contributes to the cost of learning.

The funding available operates on a sliding scale, according to the age of your Apprentice. For example, if they are aged between 16 and 18, the National Apprenticeship Service meets the full cost of the training. The table opposite sets out the proportion of funding available, according to age.

For more details of the funding available, call us on **0800 652 0784**. Further funding may be available to small and medium-sized businesses from the Learning and Skills Council (www.lsc.gov.uk).

Age	Funding Available From National Apprenticeship Service
16-18	100%
19-24	50%
25+	Contribution for specified places

Long-term benefits

A recent study by the University of Warwick Institute of Employment Research found that the costs of training an Apprentice were recouped relatively quickly, and that, where the investment is nurtured, the returns to the business can be significant.

Next Step

If you would like more information on how to take on an Apprentice, then please call us on **0800 652 0784**, where our specialist staff can discuss your requirements and needs.





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