



Llywodraeth Cymru  
Welsh Government

How can my  
business  
access skilled  
staff and boost  
productivity?

The answer is  
**Apprenticeships.**







Wales has developed a highly successful Apprenticeship programme over the last few years, one built in partnership with Welsh businesses and with a strong focus on the quality of delivery.

Apprenticeships are highly valued by both employers and apprentices and the framework completion rates are consistently over 80%.

Apprenticeships are an essential ingredient for achieving economic success and prosperity in Wales. Our investment in skills is an investment in the future of the country.

The Welsh Government commits to creating at least 100,000 quality Apprenticeships over the next 5 years which are available to people of all ages.

By offering Apprenticeships, you are not only helping your own business to grow, you are also making an invaluable contribution to boosting our economy and ensuring our future workforce is equipped with the right skills to ensure Wales remains competitive.





### All Apprenticeships include:

- A competency qualification falling under the Credit and Qualifications Framework for Wales (CQFW)
- A technical qualification such as a BTEC or City & Guilds (relevant to the specific Apprenticeship)
- Essential Skills qualifications, e.g. communications, application of number and Digital Literacy Skills qualification
- Other qualifications or requirements as specified for the particular occupation



## What is an Apprenticeship?

Apprenticeships provide the skilled workers that employers need now and in the future meeting the needs of our changing economy.

Apprentices work alongside experienced employees to gain job specific skills, while studying towards a nationally recognised qualification from an approved college or training provider. Their employer will cover their wages and Welsh Government offers support with some of the training costs.

Apprentices will earn while they learn and work towards nationally recognised qualifications at one of three levels:

- Foundation Apprenticeship (Level 2);
- Apprenticeship (Level 3);
- Higher Apprenticeship (Level 4 and above).



# Choose an Apprenticeship to suit your business

## Foundation Apprenticeships

Foundation Apprentices study towards qualifications equivalent to 5 GCSEs or NVQ Level 2 and often go on to complete Apprenticeships and Higher Apprenticeships.

## Apprenticeships

Apprentices gain valuable on the job skills, whilst studying towards a nationally recognised qualification equivalent to 5 GCSEs, 2 A-Levels or NVQ level 3.

## Higher Apprenticeships

On a Higher Apprenticeship individuals work towards a qualification equivalent to a HND / HNC, foundation or honours degree. Higher Apprenticeships are available across a range of sectors from Aerospace to Accountancy, Construction to Creative Media.

The Welsh Government is dedicated to improving higher level skills in Wales through Higher Apprenticeships, focusing on increasing the number of technical and professional opportunities at level 4 and above.

The numbers of people choosing Higher Apprenticeships are going up and more businesses are realising the benefits of supporting higher level skills.







*“Apprenticeships provide young people with the opportunity to develop their skills within the IT sector and in return they add real value to the business.”*

**Liz Watts**, Regional Service Manager, Mitel.

## Welsh language and Bilingual Apprenticeships

Welsh and Bilingual Apprenticeships allow individuals to undertake training opportunities in their chosen language. Apprentices can learn new skills and develop their Welsh language in the workplace.









## Here's how businesses across Wales are benefitting

**Principality Building Society** collaborated with Acorn Recruitment to develop a bespoke Higher Apprenticeship programme aimed at giving its management-level staff greater insight into the operational elements of retail banking. Six members of staff from Wales' largest building society have since completed the 18-month programme.

*"The Apprenticeship has increased our managers' knowledge and has enabled them to inform their teams, leading the way for the Society as it strives to deliver excellent customer outcomes. Our members, our savers and borrowers, are the owners of our business, so providing them with great service is vital. This Apprenticeship has helped us to build on this principle and we hope to roll out the programme to others."*

Damian Thompson, Director of Distribution, Principality Building Society.

**BT PLC** is one of the world's leading communications companies and it ensures its employees are trained to the highest standards. The company employs 91 apprentices in Wales, with plans to recruit more.

According to BT, apprentices are five per cent more engaged than the rest of the company's workforce. The company also has a 96 per cent retention rate over five years. Working with training provider Acorn, each apprentice has a structured development path and receives on the job training alongside their academic journey. Apprenticeships are available in a wide range of roles, from business administration to ICT and engineering and next year BT is introducing cyber security.

*"We have been running an Apprenticeship programme at BT Wales for 50 years and continue to evolve in our approach to enhance the skills and knowledge of our workforce."*



*“BT has operated Apprenticeships for so long it is inherent in our culture and embedded within the business”*

Bob Soper-Dyer, head of BT’s Apprenticeship Programme.

**BBC Cymru Wales** recognises that creativity is not the only key to its future success, Apprenticeships are too. Apprenticeships make businesses more productive and more competitive by creating opportunities for young people. Apprentices have the ambition, talent and commitment to help businesses reach new levels of sustainable success.

*“We needed to develop a way of ensuring we could nurture and develop a local workforce where we had skills gaps. Our production departments considered several options to meet our employer and employee requirements and it was the Apprenticeship Programme that ticked all the boxes. The outcomes of the scheme have been clear. Apprenticeships provide individuals with a pathway into a highly competitive industry while gaining hands on experience and learning key skills. Training apprentices within the business has resulted in a more creative and dynamic workforce that ensures the output of our programmes reaches the quality we and our audiences expect.”*

Catrin Whitmore, Head of Production Talent for Wales, BBC Cymru Wales.

As a global company, **GE Aviation Wales** has to ensure it has well-equipped, trained and qualified employees. The company invests more than £1million a year in its Apprenticeship Programme, currently employs over 130 engineering and business apprentices, interns and graduates and, over the last 20 years, has supported more than 500 apprentices.

*“We place a great deal of importance on the development of our training programmes and apprentices are a vital part of this. They create a dynamic environment in which to develop our business and maintain it as a global leader in our field. As a result of our investment in training, GE is able to reap the benefits from supporting apprentices through the programme resulting in a motivated and professional workforce with skills tailored to the business and sector. Through our continued investment in skills and training, we have been able to develop our future pipeline of talent and further boost our operating performance and increase productivity.”*

Louise Burnell, Apprentice Co-ordinator, GE Aviation Wales

**Innogy Renewables** a company specialising in renewable energy set up its own in-house maintenance department and wanted to develop an Apprenticeship Programme to meet its needs. It developed a relationship with Grŵp Llandrillo Menai, the college responsible for establishing the Wind Turbine Training Centre at Grŵp Llandrillo Menai’s Rhos-on-Sea campus. Together they use the latest technology to provide a realistic working environment and industry specific resources enabling apprentices to learn on turbine specific equipment and machines.

The Apprenticeship is the first of its kind in Wales with 26 apprentices having been recruited since it was established. It offers frameworks in wind turbine operations, power generation and engineering operations.

*“Our apprentices work alongside our turbine technicians, carrying out inspections, maintenance, general upkeep and repairs of our turbines”*

Kevin Jones, UK South Maintenance Manager, Innogy Renewables.



*“Apprenticeships are embedded within our business culture as they enable us to fill the skills gaps that exist within our current workforce. Apprentices begin to learn sector specific skills from day one; developing specialist knowledge that positively contributes to the success of the business.”*

**Carmela Carrubba,**  
Director, Real SFX





## The business benefits

Apprenticeships are designed around the needs of the employer and can help your business by offering a route to harness fresh new talent.

By recruiting an apprentice you can:

- Reduce training and recruitment costs
- Develop a professional and skilled workforce
- Nurture talent to develop job specific skills
- Improve productivity and competitiveness
- Expand your business
- Fill the skills gaps in your business
- Give your business a creative boost
- Construct stronger business foundations

### Am I eligible?

Businesses in Wales of all sizes are eligible.

Most of the training will be carried out by you the employer and you will work with an approved training provider, who will manage the apprentice's training and assessment programme.

Anyone in Wales over the age of 16 can apply for an Apprenticeship and benefit from the opportunities offered.



## How to recruit an apprentice

- Choose an Apprenticeship framework in your industry at a suitable level.
- We can help you find a training provider that offers an Apprenticeship framework to suit your business. The training providers across Wales are quality assured and work with businesses to deliver high quality work-based learning programmes. They'll handle your apprentice's training, qualification and assessment.
- Advertise your Apprenticeship vacancy through the Apprenticeship Matching Service and find an apprentice that is right for your business.
- Negotiate a salary that will reflect the skills and experience of the individual. You may also be required to contribute towards some of the training costs.





## Advertise your vacancies on the Apprenticeship Matching Service

The Apprenticeship Matching Service is the official online recruitment system for Apprenticeships in Wales. It gives employers a free platform to advertise quality vacancies which can be viewed and applied for by candidates that register online.

This online matching service helps employers find suitable apprentices and provides aspiring apprentices with exciting opportunities in a business that's right for them. Employers are able to review applications, sift for short-listing and invite candidates for interview.



## How can I find out more?

To learn more about how Apprenticeships can benefit your business and to recruit an apprentice now visit **[businesswales.gov.wales/skillsgateway](https://businesswales.gov.wales/skillsgateway)** or call **03000 6 03000**.

For instant notifications on Apprenticeships in Wales like us on **[facebook.com/apprenticeshipscymru](https://facebook.com/apprenticeshipscymru)** and follow us on twitter **[@apprenticewales](https://twitter.com/apprenticewales)**.