

Apprentices for Business



CSR

**APPRENTICES FOR CORPORATE
SOCIAL RESPONSIBILITY**

Introduction

Businesses are continually being held to higher standards of accountability when it comes to Corporate Social Responsibility (CSR). Everything to do with a business' social, environmental and ethical practices impacts on their reputation, brand and competitiveness.

Implementing CSR can be extremely rewarding and beneficial, it can also be time consuming. For this reason, it is important to find a CSR solution that offers both positive impact to our society and to your business.

Apprenticeships do exactly this. They offer huge social impact and at the same time solve your junior recruitment needs in a low risk, cost effective and socially responsible way.

88% of employers believe Apprenticeships lead to a more motivated and satisfied workforce and that apprentices can help them through the tough economic climate, but few realise the CSR potential an apprentice can offer.

By publicising yourself as a Business that supports Apprenticeships you will:

- Raise your business profile and PR status amongst your competitors, stakeholders and customers
- Have your business' ethical acumen acknowledged in the political realm
- Strengthen internal values and cohesion within your company through building your workforce to include apprentices

Heard about apprenticeships but don't know where to start?

Apprentices for Business offer businesses a low-risk and cost effective service that removes the 'red tape' and hassle involved in recruiting apprentices.



Government support

The Government is increasingly supporting apprenticeships as a solution to tackling the problem of rising youth unemployment, with recent investments of £60 million into the creation of apprenticeships and work placements in private companies.

Over the next four years, there will be 250,000 places for apprenticeships aimed at 16 to 24 year olds, and 100,000 work placements designed to help young people gain the experience they need to get their first job.

Businesses of all sizes who take on apprentices are being commended at the highest level for their contribution to the current youth education and employment crisis faced in this country.

The result of Government investment, and growing public interest in apprenticeships, has resulted in many of our existing employer hosts' experiencing unforeseen PR opportunities.

"Some of the most prestigious companies in England - large and small, public and private - employ apprentices and benefit from doing so. More than 30 per cent of Rolls-Royce apprentices have progressed to senior management roles within the company, and 80 per cent of those who employ apprentices agree that they make the workplace more productive. I'm calling on more businesses to follow this lead."

Vince Cable, Secretary of State for Business, Innovation and Skills



Youth unemployment is at a record high in the South East

Youth unemployment is at a record high, 1 in 5 of the UK's 16 to 24 year olds are classed as NEET (Not in Education, Training or Employment) that is over 1 million of our young people out of work and education.

In the South East, over 159,000 young people are NEET. Five years ago, this figure stood at 114,000, while 10 years ago there were 95,000 in the region, which includes Hampshire, the Isle of Wight, Berkshire, Surrey, Oxfordshire and West Sussex.

Young people, particularly those who are disadvantaged or marginalised, are considered to be the most affected by the recession and in turn unemployment. Evidence suggests that investment in apprenticeships is good for young people, employers and society.

In fact, every pound of government investment generates a return of up to £40 for the wider economy and an intermediate level apprenticeship is worth an additional £75,000 a year in lifetime earnings.

Make a difference

Your business could directly contribute to changing the landscape of record levels of youth unemployment and under qualification in the South East.

Under-representation

Apprentices for Business has partnered up with a number of local colleges and training providers to help tackle under representation in Apprenticeships but we need the support of local businesses to really make a difference.

Did you know?

- Women are significantly under-represented in the sectors of construction, plumbing, electrotechnical, engineering and vehicle maintenance and repair.
- Young people from black minority ethnic backgrounds are particularly under-represented in hairdressing, construction, vehicle maintenance and repair, and electrotechnical activities.
- Young people from Asian backgrounds are under-represented in construction, hairdressing and electrotechnical apprenticeships.
- Chinese and mixed ethnic background young people are under-represented in vehicle maintenance and repair, construction, and engineering apprenticeships
- Apprentices with learning difficulties are under-represented amongst almost all apprenticeships

At Apprentices for Business we stand by our Equal Opportunities Policy and pride ourselves on the diversity of our candidate pool. We welcome employers who will join us in tackling under-representation in apprenticeships.



'Host' an Apprentice

This is a very popular solution, where we provide you with a 'one-stop, end-to-end service' that is both flexible and innovative. These are the steps to becoming an Apprentice 'Host'

- You meet with a member of our Business Development Team
- Together we agree the Job description and wage
- All candidates are interviewed face to face and skills tested
- A4B sends you a shortlist of the most suitable candidates for the job
- A4B will organise any interviews that you may wish to conduct
- Once appointed, A4B will employ the apprentice on your behalf, we simply invoice you for the cost
- You "host" the apprentice for the duration of the apprenticeship
- A4B conducts a health and safety check prior to your apprentice starting
- A4B organises all government funded apprenticeship training
- Each host and apprentice is assigned a dedicated Apprentice Coordinator who will provide support throughout

A message from an A4B 'Host'

"We decided as a company to give a young person a chance to start their career, gain some practical experience of working in a business environment and get a worthwhile qualification at the same time. We needed to recruit someone really quickly as I was spending too much time managing the office myself and this was costing us money.

Tim [A4B consultant] came straight out to meet us and really appreciated our urgency; he found us Becky in a couple of weeks and she has been with us since August. Becky has been a real asset to LETS Training; she is smart, quick-to-learn, full of new ideas and keeps us all in order! I think that apprenticeships are a real alternative to University and I would urge any business to give apprentices a try. Apprentices for Business made it easy for us and it really has been a worthwhile experience" **Steve**, LETS Training Ltd

Did you know you can save over £7,000 by hosting an A4B apprentice? Here's how:

PR

Whether you host your own apprentice or support a charity or small business to take on an apprentice, the PR benefits can be significant. Here are just a few ways our Marketing and Communications team can help you to generate PR through your CSR apprenticeship scheme:

Casestudy and testimonial

We can generate a case study and employer testimonial, commissioning professional images and even a video of your apprentice. Case studies are often requested by the press and can be posted on your website, in press releases or through your social networking sites.

PR coverage

We can generate and distribute a joint press release, which will be available for you to send to your stakeholders, put on your website and social networking sites.

Certificates and Awards

Business Awards often have a CSR or apprentice category that you will be eligible for and we will give you a framed certificate to highlight you as a CSR Apprentice Host.

Events

We will invite you to any high profile events that we think might promote your business interests. For example; every year we run, and invite our Hosts to, an event for Apprenticeship week.

Cost Benefit Analysis

	Standard Recruitment	A4B Apprentice Recruitment	Savings
Salary	£11,563.35 (1)	£8320.00 (2)	£3243.35
Recruitment/ Fees	£5000.00 (3)	£1248.00 (4)	£3752.00
On Costs	£619.81 (5)	£172.22 (5)	£447.59
Training cost	Dependent on individual employer training costs	FREE Government funded training worth £3980.00 (6)	N/A
Total	£17,183.16	£9,740.22	£7,442.94 (7/8)

1. Standard recruitment figures based on the National Minimum wage.
2. Apprentice recruitment figures based on a recommended apprentice wage of £160.00 per week
3. Including advertising, agency fees, HR costs and induction costs (taken from CIPD report)
4. Service fee includes sourcing, short – listing, recruitment, HR functions, sourcing training provision and continued on-going support and Apprentice mentoring
5. Employer's National Insurance contribution based on 13.8%
6. Value of government funded training provided for an apprentice aged 16 – 18 years with no charge to the employer
7. Total saving to employer by recruiting an A4B Apprentice
8. Apprentice recruitment figures are based on contracting a 16 – 18 year old at time of apprenticeship start, employers may be asked to contribute for age 19+ apprentices

Other ways to help ...

Sponsor an Apprentice for a Charity

The economic climate and recent government expenditure reductions are having a huge effect on the charity sector. During this time of recession, many charities are experiencing a higher demand for their services but a reduction to funds, meaning they need more staff but struggle to afford them.

By Sponsoring an Apprentice for a charity of your choice, your business would make a real difference, not only to the charity, but the future of the young person they take on as an apprentice. Sponsoring an apprentice for a charity will also provide a wide range of opportunities for your business to establish a long lasting PR and CSR relationship with the charity you support.

The sponsorship offer may vary depending on the partnership and how much your business can provide, for example:

- You could pay the full wages of an apprentice for the duration of their apprenticeship
- We could team you up with another organisation to jointly fund the wages
- The charity may be able to part fund the wages with a contribution from you
- You can pay the apprenticeship fees and the charity pays the wage

Support the SME Growth Fund

You can contribute to a bursary fund which will incentivise new and small businesses to take on apprentices. The SME Growth Fund will be used by us to enable small businesses to take on apprentices. We will seek out businesses who can offer great career opportunities for apprentices, but have limited recruitment funds to take on new staff. Using the SME Growth Fund, we would part fund the wages for an apprentice until the business is able to fund them themselves.

Before exchange of contracts, we would establish the projected growth of the business and at what point they would be able to afford the apprentice wage without the help of the SME Growth Fund.



Employer Stories:

Mike Coulthard is Managing Director of Pacific Solutions Ltd, an IT software company based near Chineham Business Park in Basingstoke.

Mike has always been an advocate of giving young people an opportunity to start their career and says; "We needed someone to fill the role of Sales and Marketing Administrative Assistant; we have employed young people in the past and it has been very successful.

They are very enthusiastic and willing to learn and you can help to develop them into the role that is most appropriate within your organisation.

Since youth unemployment is so high we believe it is important to help to make a difference. I would always encourage other employers to consider an apprentice for a junior role that does not require any real initial experience; you are just as likely to find the right person using the apprenticeship scheme and this will also minimise your business risk."

Mike also values the 'hands-on' experience an apprenticeship brings, explaining; "The pursuit of a better education should be encouraged but there is no substitute for "on-the-job" experience and, at a time where the cost of a university education is so high, an apprenticeship is definitely an alternative foundation for future employment that should be considered."

Apprentices for Business

Apprentices for Business (A4B) was founded and is delivered by the London Apprenticeship Company (LAC).

LAC was the pilot Apprenticeship Training Agency in the UK, championed by the then Minister Lord Young and funded through the Learning and Skills Council. LAC was incorporated in March 2009 as a Not-for-Profit company limited by guarantee.

LAC and A4B have delivered over 500 job and Apprenticeship starts, engaged with in excess of 250 employers and introduced learners to over 30 Skills Funding Agency (SFA) contracted training providers. Our mission is to both increase the number of job opportunities available to young people and support the economic growth of business through apprenticeships.

Apprentices for Business is also a not-for-profit organisation, focusing on providing businesses in Hampshire and the South East with a simple, professional and cost-effective solution to recruiting high-calibre apprentices. We work with some of the largest training providers in Hampshire and the South East and are fully endorsed by the National Apprenticeship Service (NAS), Solent Local Enterprise Partnership (LEP) and the Enterprise M3 LEP.

Leading by example

Currently, over a quarter of the LAC and A4B workforce is made up of apprentices. Our apprentices often progress into our sales, marketing and operations teams once they have completed their training.

The 'Hosting' Model

We liaise with businesses to tailor a bespoke recruitment strategy based upon their needs. The 'Hosting' model gives freedom from HR and Payroll responsibilities, meaning the business chooses the best candidate for the job but we employ them on their behalf, managing all the HR and payroll functions.

As a 'Host' you define the wage and we simply invoice you for the hours that the Apprentice works with you. A4B manages the application and short-listing process. All our applicants are screened and assessed by our experienced team, making sure that you don't waste time and money interviewing unsuitable candidates. We can be as flexible as you want during the interview and shortlisting process and will work with you to secure the best possible Apprentice for your business.

Our service is extremely flexible and focussed around making life easier for the host employer. Because the employment status of each apprentice is central to us, similar employers are able to share a single apprentice and do not necessarily have to commit to offering 37+ hours per week themselves. This makes managing staffing budgets and short-term recruitment needs much more manageable.

Supporting Apprentices

We believe in the value of an apprentice's contribution to a business and, to reflect this, nearly all of the apprentices we place are paid more than the National Minimum Wage for Apprentices (£2.60 ph). We have a team of dedicated Apprentice Coordinators who mentor and support the apprentices throughout their apprenticeship. Once an apprentice completes their apprenticeship training, we do everything we can to ensure they progress onto the next stage of their career, be it onto a higher apprenticeship, further education or secure employment.

CSR



R e b e c c a
W r a y

Apprentices
for Business

Hi I'm Rebecca.

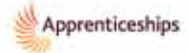
I'm a really hardworking and organized person with lots of team work and team leading experience. I was recently elected Secretary of Network Scout Group.

I see myself working in a corporate environment, one day I would like to be an Executive Assistant or work in banking or finance. I have a bit of experience working within a company called Costwell, which encouraged me to pursue a career within business.

Apprentices for Business (A4B) has selected me for their Fast Track Apprenticeship Scheme. If you think you might have a vacancy for someone like me, please can you call A4B?

Thanks so much! Write back soon!

Rebecca



To speak to a consultant:

07528 921129

General enquiries:

0207 963 8548

www.apprenticesforbusiness.co.uk

info@apprenticesforbusiness.co.uk




M i c h a e l
L i u

Apprentices
for Business

Hi, my name is Michael.

I'm extremely focused, but friendly too! For me, doing an apprenticeship is a first step to moving towards becoming an experienced Businessman.

I have a passion for gadgets, well what man doesn't ideally. I'd like to open up my own electronics company. Some family members have been successful within business, which is sort of my inspiration. They have passed some of their knowledge onto me, now I just need to get some hands on experience in business - Maybe you can help?

Apprentices for Business (A4B) has selected me for their Fast Track Apprenticeship Scheme. If you think you might have a vacancy for someone like me, please can you call A4B?

Thanks so much! Write back soon!

Michael



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S a r a h
O k a m b a c k

Apprentices
for Business

Hi I'm Sarah.

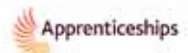
I'm an intelligent young lady with drive. I'm very organised and I have a creative side too with a background in performing arts.

I'm looking for a job that is, ideally, media related but not in the limelight! I would like to work within the media sector, starting off in administration then working my way up towards a more senior position. Administration is important to all businesses and environments, so I think this would be a good place to start.

Apprentices for Business (A4B) has selected me for their Fast Track Apprenticeship Scheme. If you think you might have a vacancy for someone like me, please can you call A4B?

Thanks so much! Write back soon!

Sarah



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**TOGETHER WE CAN
MAKE A DIFFERENCE**

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Apprentices for Business

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