

1. WHY AND HOW

- An apprentice should be a long-term investment – that is how we view apprentices, not a social responsibility.
- Staff need to understand why an apprentice (the older generation forget they were young once)
- It is important to have a programme of work laid out for the apprentice and their mentor training manager.
- Ideally in line with the apprenticeship.

2. GUIDANCE

- More importantly the work they carry out when an apprentice is aligned to your business needs.
- This is the time the apprentice should naturally learn about the culture of the company

3. RECRUITMENT & DIVERSITY

- Recruiting from a diverse background is more achievable in large cities whereas rural areas are harder to achieve this, although this does not include females.
- Again, if you are a main city company it would be discriminatory not to have diversity in your workforce.
- Depending on the apprenticeship and what entry level qualifications are required, it could make it more difficult to recruit from some hard-to-reach groups.
- There are plenty of apprenticeships that can offer careers to people with learning difficulties.
- This route is very difficult though for S.M.E's.
- Some, if not most companies are reticent with this route.

4. RETENTION & PROGRESSION

- I believe if you look at an apprentice as an investment it is more likely that you will give them more chances and involvement in your business.
- Maybe treat them as future managers, developing an internal programme of progression.
- This is easier said than done
- Without the belief and involvement of the whole company workforce, it more than likely is impossible to implement.

5. COLLEGES & EDUCATION

- Colleges should be working closely with businesses, unfortunately in my experience this has not been the case.
- I think there is a mismatch where colleges think that they are more important than the businesses they are supposed to support.
- My experience of colleges is mainly good, dedicated tutors, bogged down in the politics of education.
- Businesses do not have the time or inclination to be involved with this.
- Progressing your business and making money is the priority of businesses not college funding and politics.
- I think industries as a whole should get together and start to deliver their own apprenticeships.
- This intervention should be from all sides of the particular industry i.e., manufacturers and the delivering companies.
- Most companies do not have the time to interact with colleges.

6. SUMMING UP

- In summing up, apprenticeships are an incredibly worthwhile investment – when they work out for both the company and the individual.
- There is no guarantee an apprentice will work out and an apprentice that drops out should not mean that every apprentice is also going to fail.
- The other point to bear in mind is that the younger generation have completely different values and views than the older generation, more so now than in the past.
I think apprenticeships fall into two categories within companies you either believe or you do not and unfortunately there is more companies in the do not believe section.