

A new generation of Modern Apprenticeships

An Introduction to Modern Apprenticeships in the Public Sector



MODERN
APPRENTICESHIPS
**SKILLS TO
TRANSFORM
THE NATION**



Learning+Skills Council

Why should you read this booklet?

As society makes ever more sophisticated demands on those providing services at all levels, Modern Apprenticeships have an increasingly important role to play in key sectors such as the civil service, local authorities, and the wider public sector – where the Government is committed to improving the quality of services and service delivery. This booklet tells you about Modern Apprenticeships – what they are, how they work, the business benefits to you as a recruiter and employer, and what to do to get involved. It features a number of case studies, to help illustrate the experiences of other public sector employers and their young employees. It also provides a list of publications and contact details to help you find out more.



Foreword

RT Hon Estelle Morris MP Secretary of State for Education

The publication of Sir John Cassels's report on Modern Apprenticeships is a timely reminder to everyone with an interest in post-16 learning to consider the practical implications of meeting the aspirations of our young people: raising their participation in learning, supporting retention, improving their levels of attainment and providing flexible routes of progression. Public bodies at all levels have a vital role to play in encouraging vocational learning and extending opportunity, to enable young people to fulfil their ambitions, as well as to tackle skill shortages. It is this that will help staff to deliver modern public services. Your commitment to and participation in Modern Apprenticeships can help us meet those objectives together. Your involvement will also act as an encouragement to others who may be more reluctant to invest in learning. Modern Apprenticeships play a key role in providing better opportunities for vocational learning. This booklet tells you more about this high-quality, high-status programme. It provides both sound practical advice and case histories. I hope you will find it useful.

RT Hon Stephen Byers MP Secretary of State for Transport, Local Government and the Regions

Trade apprenticeships have a long history in this country and many individuals over the centuries have learnt their craft through direct instruction from a master. Modern Apprenticeships are a natural development of this tradition and have a key role to play in our modern economy. They have the potential to provide the experience, knowledge, qualifications and skills needed by a modern workforce. The Government's vision for the modernisation of public services has

as a key theme the necessity for ensuring that public services are efficient and of a high quality. Under Best Value we are committed to continuous improvement in the delivery of local authority services. Modern Apprenticeships have a key role to play in assisting this. They provide the qualifications modern employees need and modern employers seek. Modern Apprenticeships are already being promoted in local government, but the Government is looking for a maximum take up in this area. The attraction to individual applicants of a programme that provides paid full-time employment with structured training, as well as the prospect of further progression, needs little further explanation. But the potential benefits to the wider local government workforce should not be overlooked either. Not only do Modern Apprenticeships provide an important training and development opportunity, they can also do much to assist recruitment and retention policies for staff in local government. I hope they are taken up widely in local government. They will represent a real investment in the future of high quality public services.

Bryan Sanderson Chairman Learning and Skills Council

We need to develop a skilled workforce if we are to compete in the modern world economy. In Modern Apprenticeships we have a recognisable brand that works for employers and young people alike. One of the most appealing things about Modern Apprenticeships for these young people is that they can do real work and receive real pay while undertaking relevant training which takes them another step along the route of their chosen career. Young people with extra skills become employable. This is good for them and good for their present and future employers. The recent report of the

Modern Apprenticeship Advisory Committee, chaired by Sir John Cassels, sets out a clear action plan for achieving the Department for Education and Skills and the Learning and Skills Council ambition of a world class apprenticeship system. The Learning and Skills Council, working closely with the new Sector Skills Council and the Connexions Service, will have a central role in developing, promoting and delivering this new generation of Modern Apprenticeships. The Learning and Skills Council looks forward to its new, challenging but rewarding role.

Sir Richard Wilson KCB Secretary of the Cabinet and Head of the Home Civil Service

I am glad to make a contribution to this initiative. The Modern Apprenticeship is exactly the sort of approach that can help fulfil two aims: encouraging people to develop themselves, and providing organisations with people who are equipped with the skills, competence and commitment necessary to allow those organisations to flourish. Modern Apprenticeships provide a non-academic route into working life for young people and help organisations to recruit, retain and develop their staff. They are particularly powerful in allowing individuals to undertake vocational learning as part of a personalised development plan, at the same time as doing a real job. Modern Apprenticeships fit well with the wider aims of improving diversity and bringing in and bringing on, talent across the public sector, since they are targeted mainly at young people from diverse backgrounds and can act as an important stepping-stone to higher qualifications. It is important that in this area, as in others, the public sector should continue to set an example. I commend Modern Apprenticeships to the Civil Service and support their use across the public sector as a whole.

Modern Apprenticeships in the public sector

These qualifications give employees the opportunity to earn while they learn, and employers get the chance to grow a modern and pragmatic workforce.



What are Modern Apprenticeships?

Modern Apprenticeships (MAs) have been designed and developed in partnership with employers and national training organisations to provide an effective, high-quality, work-based route to the skills employers are looking for.

Thousands of employers in the UK now regard MAs as their first choice when recruiting young people. These employers welcome this opportunity to develop the skills, flexibility, loyalty and confidence that their organisations need – in effect, to grow their own workforce. If employers want employees who are better educated and more aware, they need to contribute to their learning. That learning, and getting the sort of skills employers are looking for, no longer means that young people have to stay on at sixth form or attend colleges of further education.

Work based learning, in the form of MAs, gives young people the opportunity to gain recognised, career-building qualifications while working in a real job. In fact, MAs are becoming both an investment in the future and, increasingly, the hallmark of a quality employer.

There are two levels of apprenticeship:

- Foundation Modern Apprenticeships (FMAs) – these provide opportunities to train to NVQ Level 2
- Advanced Modern Apprenticeships (AMAs) – these give the opportunity to train to NVQ Level 3.

Both include the provision of supporting Key Skills and technical certificates. The training itself is a mix of practical, on-the-job instruction, with elements of off-the-job learning (eg day-release to college).

What are NVQs?

All MAs involve working towards a National Vocational Qualification. These well-established and respected qualifications lie at the heart of the Foundation and Advanced Modern Apprenticeships. They are attractive to employers and employees alike, as they are based on an employee's performance at work, providing verifiable evidence of that individual's ability to do the job. In almost every case, the units that make up a qualification are measured through the assessment of a portfolio of evidence compiled from the individual's employment experience and achievements. By this means, skills in the workplace can be recognised, measured and rewarded. Because of the way the qualifications work, they are easy for an organisation to use.

What happens after an employee gets their MA?

Progression is an important feature of MAs. Once an apprentice has gained an MA, there are three further routes they can follow, if appropriate:

- Higher level NVQs, for example Level 3, if moving from a Foundation to an Advanced MA, or Levels 4/5 (if available)
- Higher Education, through the development of Foundation Degrees
- Professional qualifications – many sectors have professional bodies that offer opportunities to acquire professional status, which is often essential in gaining recognition or promotion.

And what are Key Skills?

Key Skills are also a fundamental part of MAs. The requirement on those taking part to qualify in designated Key Skills differentiates MAs at both levels from standard NVQ training programmes.

The six Key Skills are:

- Information technology
- Application of number
- Communication
- Working with others
- Improving learning and performance
- Problem solving.

The attainment of relevant Key Skills helps ensure that new entrants to the jobs market have the basic work-related skills needed to enable them to make an early and effective contribution, and to rise quickly to the highest levels of operational competence.

Technical Certificates

The development and incorporation of technical certificates into MAs will improve understanding and knowledge, keep standards consistently high, and ensure in-depth underpinning knowledge is a key component of the apprenticeship diploma.

How would recruiting Modern Apprentices help my organisation?

The nature of MAs mean that Modern Apprentices have to prove their competence in real working environments rather than just through tests or simulations. Modern Apprentices must also be highly motivated and committed to their own development so, from the start, you are getting an employee who is likely to be dependable and self-reliant. MAs might apply equally to young people you have already recruited, so it's worth considering the benefits of converting the status of those existing employees to Modern Apprentices. The training Modern Apprentices receive is work based – and to national standards – so while you are building your future workforce, you also have the benefit of their steadily increasing output. The training is also tailored to meet the needs of your organisation, giving you the opportunity to create the skilled and motivated workforce that your organisation needs. Don't forget that financial support may be available from the Learning and Skills Council (LSC) to help you with the costs of training.

How do I go about recruiting Modern Apprentices?

We recommend that Modern Apprentices are given full employed status from the start so, in practice, recruitment is likely to follow your normal procedures, applying the principles of fair and open competition and selection based on competence and potential. There should also be a clear commitment to equal opportunities. You will find that your local careers service or Connexions service can offer a good deal of advice and assistance on recruitment, while your local LSC can put you in touch with specialist learning providers, as well as

advise you on funding support for those eligible. MAs are aimed at young people from 16 and upwards. They must be able to complete their apprenticeship before their 25th birthday. However, you might find that the MA framework offers an ideal model for training your older employees too, as well as other new recruits.

You mentioned funding...

You can find out more about the financial support that may be available from your local LSC and from your national training organisation (Sector Skills Council) when you talk to them about getting involved in MAs. Basically, the Department for Education and Skills offers funding via the LSC to contribute towards the cost of the off-the-job training elements of the MA, for example in paying fees for colleges and other specialist learning providers. As the Modern Apprentices' employer, you would pay their salaries in the normal way.

What about the future?

MAs are kept constantly under review, in order to ensure they meet employers' and young people's needs, and will continue to do so in the future. The Modern Apprenticeships Advisory Committee, under the chairmanship of Sir John Cassels, in late 2001 concluded its review of Modern Apprenticeships, and presented its report and recommendations to DfES Ministers and the Learning and Skills Council. These are aimed at further improving the programme and increasing participation. As part of its response to the report, the DfES is committed to increasing the number of MA opportunities across Government Departments and the wider public sector.

Where can I find out more?

To get expert and up-to-date advice about Modern Apprenticeships and starting the recruitment process, talk to your local LSC and careers service or Connexions service. You will also find a list of useful publications, contacts and websites towards the end of this booklet.

The following pages offer a selection of case studies that illustrate Modern Apprenticeships in practice. We hope you will find them useful in visualising some of the real environments in which Modern Apprentices are now working. This will also help you identify real opportunities within your organisation where Modern Apprenticeships can help you to meet your present and future skill needs.



Claire Anderson

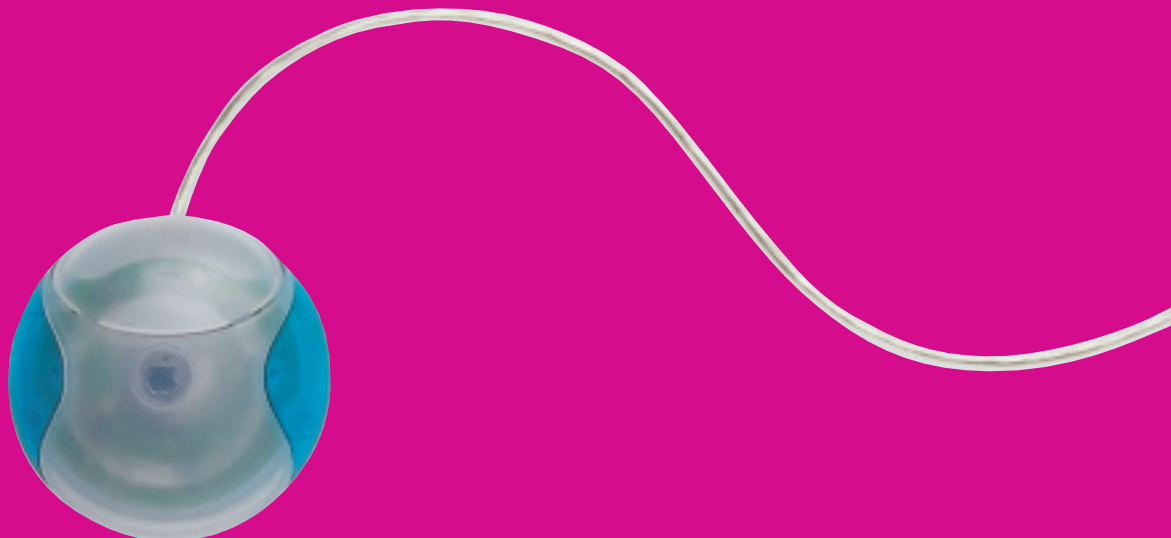
Child Benefit Centre Newcastle

Twenty-two-year-old Claire is an administrative officer at the Child Benefit Centre in Newcastle. She feels her recent promotion was largely a result of the skills she has gained while working towards her AMA in Business Administration: 'Because I was working towards an NVQ I was in a strong position when it came to demonstrating my competencies. Now that I have been promoted to A/O level I know that I'll have a permanent job after I've completed my MA.' Claire left school at 16 with seven GCSEs and her first job was with Post Office Counters Ltd. Here she completed an NVQ Level 3 in Customer Care which paved the way to her next job working for British Telecommunications. She then had the opportunity to become a Modern Apprentice at the Child Benefit Centre, and was eager to grasp the chance to develop her learning. 'I had heard about MAs at school and so knew what they involved. It suited me exactly because

I wanted a qualification that would be work-based so that I could get plenty of experience.'

Claire's training was a combination of on-the-job learning and fortnightly workshops, covering the Key Skill areas, which were attended by other MAs within the centre. In her role within the staff development unit she is involved in planning staff courses, coordinating the training calendar and organising a range of events. Her ambitions for the future include the possibility of further learning, but she is keen to consolidate what she has learned so far before she moves on: 'What I like about being a Modern Apprentice and working towards an NVQ is that it's a very practical qualification. It's about doing the job well and showing what you're capable of. I love my work at the centre and my ambition for the near future is to get involved in working here at a more operational level.'

‘I definitely wouldn’t have stayed on in learning if I hadn’t been able to become a Modern Apprentice and learn while I worked.’





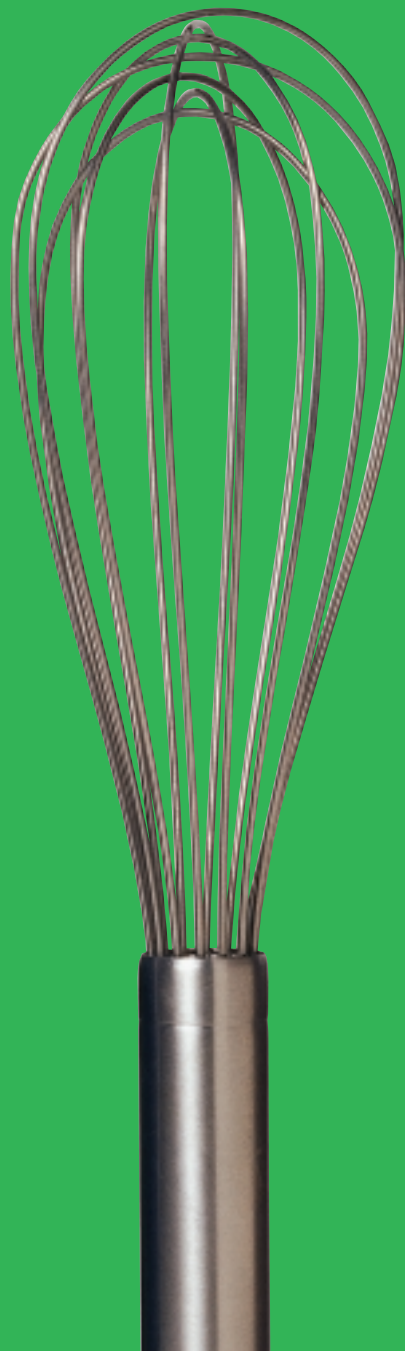
Melissa Knight

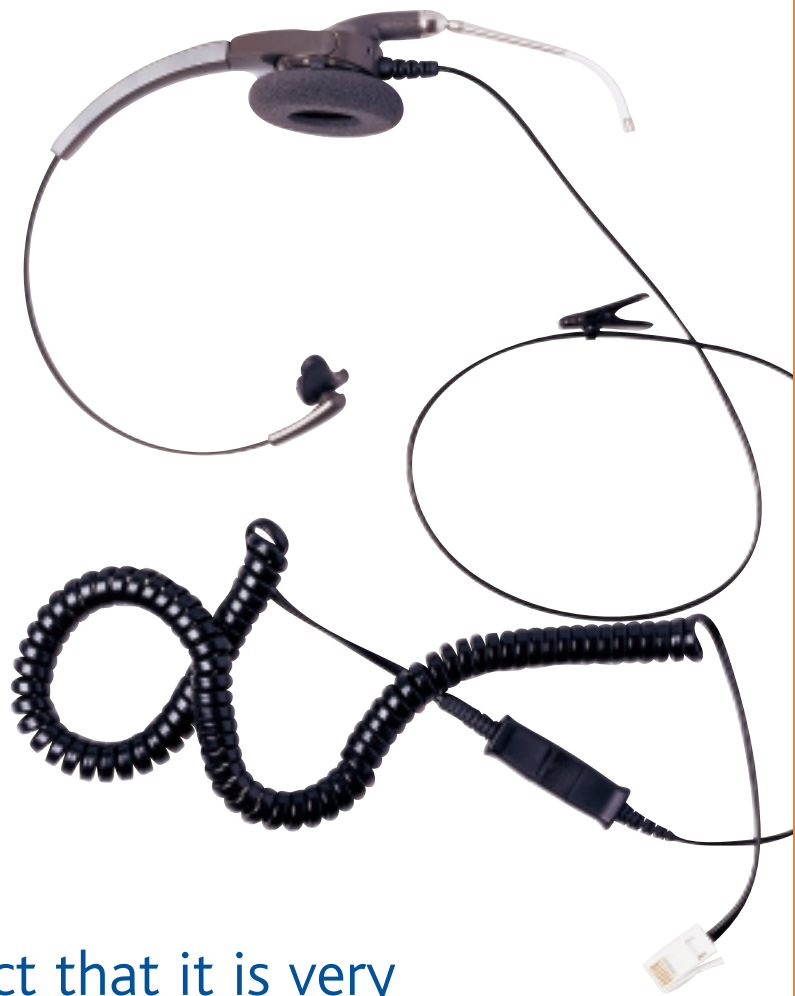
Barnet Council

When Melissa saw an advert for a job as a secretarial assistant in her local newspaper, what attracted her interest was the phrase 'must be willing to work towards an NVQ Level 3 in Business Administration.' She applied and was soon employed as a Modern Apprentice in the office of the chief personnel officer at Barnet Council. Two years on, she has almost completed her qualification and is already looking ahead to her next learning challenge. 'The fact that I would be learning while I was working certainly made the job appeal to me more than others I saw advertised. Another big plus came in the interview when they told me that I would be retained as a permanent employee once I had completed the MA,' Melissa says. Melissa left school at 18 with two A Levels. She knew that university wasn't for her but didn't want to stop learning just because she had a job. A Modern Apprenticeship seemed an ideal solution – a permanent job with a wage and a chance to gain a recognised qualification. As a secretarial assistant she was involved in a range of administrative tasks, such as making

appointments for the chief personnel officer, typing and ordering stationery. On the first Tuesday of each month she was released to attend a half-day workshop covering the NVQ units and some of the Key Skills. Melissa is full of enthusiasm for her Modern Apprenticeship: 'I've never been treated as 'just' an MA and given less responsibility than a fully fledged employee. In fact, I've been promoted to administration assistant in the Business Consultancy Department. My skills definitely stood me in good stead!' Melissa is now considering working towards an NVQ Level 4 and is talking to her manager about training courses that will develop the skills she needs to work within the consultancy department. Future plans include the possibility of studying for an Open University degree, inspired by a friend at the council who used her MA as a stepping stone to a full-time degree course. Melissa concludes: 'Find me a challenge and I'll tackle it! I'm looking forward to continuing with my learning and working my way up the ladder. You never know – I might even be a manager in a few years' time.'

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‘I enjoyed the fact that it is very flexible and can be completed at your own pace, without pressure.’

Fiona Bell

Department for Education and Skills

Fiona began her job at DfES in March 2000, after answering an advertisement for a Modern Apprenticeship within the publicity department.

Previously working as marketing assistant for a firm of building contractors, Fiona was keen to combine a career move with what she saw as a valuable learning opportunity. In less than 11 months she completed her AMA in Business Administration, and is now in the process of applying to begin a Certificate in Marketing with the Chartered Institute of Marketing (CIM). ‘I left college after A Levels but found the traditional style of learning quite intimidating so I decided against university, but was always open to doing more. Taking the Modern

Apprenticeship was the perfect career move because it was a logical step from my job in marketing and gave me a chance to continue my own development away from the classroom,’ she explains. ‘I enjoyed the fact that it is very flexible and can be completed at your own pace, without pressure.’ Fiona is keen to point out that, as with any qualification, you still have to study. But collecting the evidence to support the NVQ criteria forms part of her normal working day. ‘When I finished my portfolio and received my certificate I felt a huge sense of achievement. Now I just want to do more,’ she adds. At the CIM she plans to do a Certificate in Marketing by distance learning. And because she has

an NVQ Level 3 she has already leapfrogged the foundation level. Completing the Modern Apprenticeship also means that Fiona knows she can maintain the momentum required to see her through this kind of course. Fiona is full of praise for the equal opportunities policy at the DfES and what this has meant for her own development: ‘It is absolutely brilliant to know that my sex or age won’t get in the way of my career development or my ability to grow as an individual. I have been able to take the Modern Apprenticeship on my own merits. There is a very supportive working atmosphere, one where everyone benefits.’



'What I am able to give back is a higher quality of work based on more solid expertise.'

Martin Bull

Department for Education and Skills

Martin joined the teaching Assistants and Schools Support team at the Department for Education and Skills (DfES) as an administrative officer two years ago. He had already been promoted to executive officer when he decided to take up the opportunity to start a Modern Apprenticeship. He is now reaching the final stages of an AMA in Business Administration, specialising in Information Technology. He feels that his job prospects have improved and he has plans for further study in the future. For Martin, being a Modern Apprentice has been a means of consolidating his Key Skills and building his own self development in a

way that benefits him and his employer: 'Having worked in music and fashion my background is quite varied, but I've always known that I had a lot to offer. I saw the Modern Apprenticeship as a chance to re-evaluate my skills and at the same time channel them in a new career direction.' Martin left school at 17 and completed a Diploma in Fashion Design. As he wasn't keen on the idea of studying in the evening, learning on the job appealed to him. Despite being busy, he was able to satisfy the criteria for the NVQ without undertaking any college-based study – something that will no doubt appeal to many applicants. 'Employers should take Modern Apprenticeships seriously because they need to "invest in people". What I am able to give back is a higher quality of work based on more solid expertise.' Martin found that having the support of his line manager and supervisor was vital in ensuring he was able to fill any skills or experience gaps: 'I couldn't have done it without their support,' he says. What next? Martin is keen to continue studying – perhaps in social policy or ecology. He also has long-term plans to do a degree. This time, however, he is not put off by the prospect of studying – whether in the evenings or otherwise. "The Modern Apprenticeship is really spurring me on. It has given me more confidence in my own development and the ability to recognise the value of learning again."





Amruj Ali

Social Services Bradford

Amruj Ali works as an accountancy Modern Apprentice in the giro cash control department at Bradford Social Services. Just over a year ago, Amruj was training in business administration with a local training provider when he had the chance of a work placement in social services. He fitted in so well with the team that, when they needed some extra help with the end of year accounts, they asked him back. When a job vacancy came up, Amruj applied and was taken on as Modern Apprentice. He has not looked back since. Amruj has already completed NVQ Level 2 Accounts and has just started Level 3. This means spending one afternoon and evening each week studying at Bradford Community College. 'Most of the work I do is with figures, so I decided accountancy would be useful,' says Amruj. 'Accounts covers administration as well, so what I'd done before has helped towards this job.' Amruj's job involves sorting out the pocket money for the residents of a home for the elderly. He also works in the cashier's office, dealing with members of the public. 'I'm the only

Modern Apprentice in this section, but everyone here is very supportive. If I'm having trouble with something, I'm guided through the process and then complete the task on my own.'

'I think Modern Apprenticeships are by far the best way to gain qualifications and to gain experience of the actual job you are going to be doing. I was doing an Advanced GNVQ in business and finance and although I would have got a qualification, I was not sure I would get a job. The Modern Apprenticeship has given me that security.'

'Amruj hopes to take more qualifications once he's finished his apprenticeship and the Council will certainly support him in that. He admits he's really impressed with the Modern Apprenticeship – so much so that he is encouraging his younger sister to start one too as soon as she finishes her GCSEs. Many of his friends at the youth centre are also thinking of it. 'The Modern Apprenticeship has really helped me. I'd advise anyone who wants to get a job and gain a qualification to do a Modern Apprenticeship.'



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Modern Apprenticeships

Modern Apprenticeships keep getting better and better. Your employees will gain valuable qualifications which will help them develop their careers.

The introduction of the Foundation and Advanced Modern Apprenticeships mean that young people can start at a level that suits their situation and one which allows them to go on to study further. What's more, the Government will be making further changes to Modern Apprenticeships which will increase the value of the qualification in the eyes of employers, meaning a better start for both you and your employees.

Foundation Modern Apprenticeships are available in:

Accounting	Engineering	Optical Manufacturing Technician
Agriculture & Garden Machinery	Environmental Conservation	Payroll
Agriculture and Commercial Horticulture	Events	Photography & Photographic Processing Industry
Amenity Horticulture	Fencing	Plumbing
Animal Care	Floristry	Polymers
Arts and Entertainment	Food & Drink Manufacturing Operations	Printing
Aviation	Furniture Manufacture	Providing Financial Services
Business Administration	Glass Industry	Residential Estate Agency
Broadcast, Film, Video & Multimedia	Hairdressing	Retailing
Call Handling	Health & Social Care	Road Haulage & Distribution
Ceramics	Heating, Ventilation, Air Conditioning & Refrigeration	Seafishing
Cleaning & Support Service Industry	Horse Industry	Security
Clothing	Hospitality	Sports & Recreation
Construction	Information & Library Services	Steel Industry
Craft Baking	Information Technology & Electronic Services	Surface Coatings Industry
Customer Service	Insurance	Telecommunications
Distribution, Warehousing & Storage	Manufacturing (Engineering)	Textiles
Driving Goods Vehicles	Maintaining Automotive Vehicles	Travel Services
Early Years Care & Education	Meat Industry	Water Industry
Electrical & Electronics Servicing	Motor Industry	
Electrotechnical		

Advanced Modern Apprenticeships are available in:

Accounting	Farriery	Newspapers
Agriculture & Garden Machinery	Fibreboard	Occupational Health & Safety
Agriculture & Commercial Horticulture	Floristry	Operating Department Practice
Amenity Horticulture	Food & Drink Manufacturing Operations	Optical Manufacturing Technicians
Animal Care	Furniture Manufacture	Paper & Board Manufacture
Arts & Entertainment	Gas Industry	Payroll
Aviation	Glass Industry	Personnel
Broadcast, Film, Video & Multimedia	Guidance	Pharmacy
Building Services Engineers	Hairdressing	Photography & Photographic Processing
Business Administration	Health & Beauty Therapy	Physiological Measurement Technicians
Call Handling	Health & Social Care	Plumbing
Ceramics	Heating, Ventilation, Air Conditioning & Refrigeration	Polymers
Chemicals Industry	Horse Industry	Printing
Cleaning & Support Service Industry	Hospitality	Procurement
Clothing Industry	Housing	Providing Financial Services
Community Justice	Information & Library Services	Rail
Construction	Information Technology & Electronic Services	Residential Estate Agency
Craft Baking	Insurance	Retailing
Customer Service	International Trade & Services	Road Haulage & Distribution
Distribution, Warehousing & Storage	Jewellery, Silversmithing & Allied Trades	Sports & Recreation
Driving Goods Vehicles	Laboratory Technicians - Working in Education	Steels & Metals Industry
Early Years Care & Education	Maintaining Automotive Vehicles	Surface Coatings Industry
Electrical and Electronic Servicing	Man-made Fibres	Telecommunications
Electrical Installation Engineering	Marine Industry	Textiles
Electricity Supply Industry	Meat Industry	Timber Trade (Wood Machining)
Emergency Fire Service	Motor Industry	Travel Services
Engineering	Moving into Management	Water Industry
Engineering Construction	Museums, Gallery & Heritage Sector	
Environmental Conservation		





Useful publication

Modern Apprenticeships: THE WAY TO WORK (VET4)
Report of the Modern Apprenticeships Advisory Committee

This publication can be obtained from:
DfES Publications,
PO Box 5050,
Sherwood Park, Annesley,
Nottingham, NG15 0DJ.
Tel: 0845 602 2260
Fax: 0845 603 3360
E-mail: dfes@prolog.uk.com

Websites

Learning and Skills Council www.lsc.gov.uk
Home page for the Learning and Skills Council

Department for Education and Skills www.dfes.gov.uk
Home page for the Department for Education and Skills

Connexions www.connexions.gov.uk
The Connexions website contains separate sections relating to young people, parents/guardians, employers, professionals/practitioners and the Connexions Service

Time Off for Study or Training www.dfes.gov.uk/tfst
Downloadable information on Time off for Study and publications explaining legislation and guidelines for employers

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