APPRENTICESHIP CASE STUDY EXTRACTS

The following extracts are taken from numerous Apprenticeship case studies. These help to show how Apprenticeships work in reality and show their benefits.

Employers:

Dave Walsh, Head of BT Apprenticeships:
"Our investment in our apprentices exceeds the framework requirements in both learning and skills. We offer academic and empirical learning, designed to help develop individuals beyond their immediate role. This helps our apprentices apply their newfound skills when dealing with BT customers – a key skill, as customer service is a number one performance indicator for BT."

Dr Adrian Birch, Manager of Training Delivery, Land Rover and Jaguar
"Apprenticeship training has resulted in real and measurable benefits for Land Rover and Jaguar. Training high-calibre apprentices has been crucial to stemming a shortage of specialist Land Rover and Jaguar dealership staff, improving our car dealer profitability and customer service."

Willie Nicholl, National Training Manager, British Gas Services
"We fully recognise the business benefits of growing our own engineers – they live the culture and our customer service principles are embedded from the very outset. Our analysis shows apprentices to be 25 per cent more productive than staff trained elsewhere."

Margaret Naylor, Dinnington Dental Practice
"We believe that good training raises the standard of the service we offer our patients and increases the effectiveness of our workforce. Motivated and trained staff are more reliable, will take less sick leave and will be willing to take on more responsibility. We have a policy of training apprentices not only for the present job but also for their future potential."

Apprentices:

Lucy Rouillon, Advanced Apprenticeship in Business Administration
"In the space of two years I have completed my Advanced Apprenticeship, been promoted twice and have recently been asked to be the NHS Apprenticeship Ambassador. I now have the ambition I once lacked and the motivation to go with it. I hope to study for a degree in business administration, and gain a management role in the future."

Nimesh Chauhan, BT apprentice
"I’m currently working with the general manager in Coventry, reviewing our branch’s expenses. This time last year I was sitting in an exam – now I’m discussing finance for projects of over £400,000. How many 18-year-olds are able to say that? My Apprenticeship has really broadened my horizons and
helped me to understand other people’s points of view: an important skill both inside and outside work.”

Gareth Moor, Advanced Apprenticeship in electrical engineering
“One of the main benefits of doing an Apprenticeship has been the ongoing training I have received at college and at work. Being continually exposed to different teams and varying projects at work has taught me much more than I would have learnt if I didn’t have on-the-job training. The Apprenticeship has allowed me to quickly gain good communication skills and develop working relationships with colleagues at all levels of the company.”

Hannah Worsley, Advanced Apprenticeship in management
“I have always preferred coursework to exams and the huge benefit of completing an Apprenticeship is that you can learn the skills while doing a job you enjoy. My Apprenticeship has helped my career progress from strength to strength and enabled me to grow as a person. It also supports me in my current role. The apprentices I work with now at Kidsunlimited know I appreciate how demanding it is to balance a job and learning – because I have done it myself.”

Sources & Further Information
There are many case studies from businesses and Apprentices on the Apprenticeship website which are useful to understand the process.

http://www.apprenticeships.org.uk
http://www.apprenticeships.org.uk/brokersandproviders/

Case studies specific to your region or a particular sector can also be found, e.g
http://www.hereford-tech.ac.uk/Courses/app_case.html
http://www.ccb.ac.uk/public/courses/work_based/case_studies.html