

Apprenticeships Advice for Employers

The Apprenticeship Post

- Identify what apprenticeship vacancy your company needs
- Draft a job description
- Ask yourself the question why you want to recruit an apprentice?
 - Cheap Labour? (think again)
 - Develop skills for the business?
 - Offer an opportunity to a young person?
 - Recruit and train a workforce for the future?
- What experience, skills and qualifications if any are you looking for?
- Decide what salary you want to offer (minimum wage for an apprentice in 2017 is £3.50 an hour, but will this attract the best applicants?)
- Check to see if there are any H&S restrictions and ensure you have the right Insurance?
- Find out what funding is available for you by contacting Apprenticeships Norfolk or the National Apprenticeship Service

Finding an Apprenticeship Training Provider

- Identify which Apprenticeship Training Providers offer training in the field you want (Apprenticeships Norfolk website and/or leaflet)
- Contact other businesses in your industry sector for recommendations
- Invite all of them to 'sell' to you so you can decide on the most suitable for you and your apprentice

Deciding on the Apprenticeship Training Standard

- Use the 'Find Apprenticeship Training' website <https://findapprenticeshiptraining.sfa.bis.gov.uk/>
- Get advice from your Apprenticeship Training Provider

Advertising the Vacancy

HOW?

- Make the job advert as engaging and interesting
- Highlight the benefits
- Clearly state; How they apply, a closing date for applications, salary.

WHERE?

- Use as many vacancy promotion methods as you can;
- Get your Apprenticeship Training Provider to advertise it
- Advertise via the Governments Recruit an Apprentice website <https://www.gov.uk/recruit-apprentice>
- Use local advertising methods (e.g, local paper, Jobs 24, Job Centres, etc.)
- If you are after a school leaver contact your local school or college to promote to students
- Tell your staff to inform their family and friends. Some of the best apprentices are found via word of mouth promotion among current staff.

WHEN?

- If you are looking for a school leaver don't advertise after they have already left school and gone to college. Contact your local school for advice on the best time to advertise for their student post 16 choices. A good time is March-May for an August start date though some schools advise as early as the previous December.
- Offering work experience to interested students during school holidays can be an effective way of trialling potential apprentices.



Interviewing

- The more involved you and your business are in the interview process the better. Some
- Apprenticeship Training Providers offer to do the interviewing for you, this is fine but have at least one member of your staff involved.
- It is recommended that you include the person who will be directly line managing the apprentice on the interview panel.
- Prepare your questions prior to the interview and ask all the applicants the same questions.
- Remember to ask about transport and how they intend to get to work.

Induction

Make sure you have a thorough induction programme for the apprentice so they get a full introduction to;

- What their job role is
- What you expect from them (e.g. turn up on time, report any problems, find work once they have finished a task, etc. Remember they are more likely to be used to a school than a work environment and it can be a big change)
- what time they need to start and finish (and what happens if they don't)
- How they must report in if off sick
- Health & Safety including lunch breaks and toilets and tour of the premises
- Who their line manager is (and we would also recommend a 'buddy' to ask questions of if the line manager is unavailable)
- What they should do if they are unsure about anything
- How they will be trained and what requirements there are for the apprenticeship
- Tell them when their study time will be (20% of the working week)
- Introduce them to staff

Retention

There are no definitive answers on how to retain an apprentice but actions which have worked include;

- Regular reviews with the apprentice to provide feedback from both sides
- If there are any concerns or problems raise them as soon as possible with either the Apprenticeship Training Provider or directly to the apprentice. Don't leave it to get worse. Give positive feedback when they have done well.
- Don't expect too much or give them major responsibilities too soon but also don't leave them doing basic tasks for too long so they get bored.
- Monitor their development closely so you can stage increase responsibility
- Engage with the apprentices parents who can support and encourage the apprentice.
- Involve them in company activities and events. Make them feel part of the business.
- Give them the opportunity to share ideas and suggestions.
- Give them clear, dated targets that you want them to achieve
- Provide rewards for achieving milestones, for example a pay rise after a year and/or after completing the qualification, new responsibilities, more autonomy, etc.

For further advice please contact;

North Norfolk District Council Economic Growth Team

☎ 01263 516263

@ economic.growth@north-norfolk.gov.uk

Apprenticeships Norfolk

☎ 0344 800 8024

🌐 <https://www.apprenticeshipsnorfolk.org/>

National Apprenticeship Service

☎ 0800 0150600

🌐 <https://www.getingofar.gov.uk/>

