

## EMPLOYER ENGAGEMENT

Employer engagement is more than just a ✓ in the box

It is about Business Development – explaining to SMES and other businesses, what can be offered to help develop their business.

skills e-learning free training communication improving efficiency  
reducing costs ICT office administration marketing promotion

### INFORMATION

**£214**

A Centre for Economics and Business Research study estimated that apprentices are worth around £214 per week to a business and employers report increased productivity in the workplace.

### JGA Quotes from employers about apprentices

“Have helped with organisation and structure for the things just never have time to do.”

“The trainee is working to develop different skills and roles to support our business.”



### Employer feedback

67% of employers surveyed felt that their apprentice had had a good impact on their organisation.

33% of employers felt satisfied with the impact their apprentice had on their organisation. Source: JGA Survey 3 April 2014

### FACTS

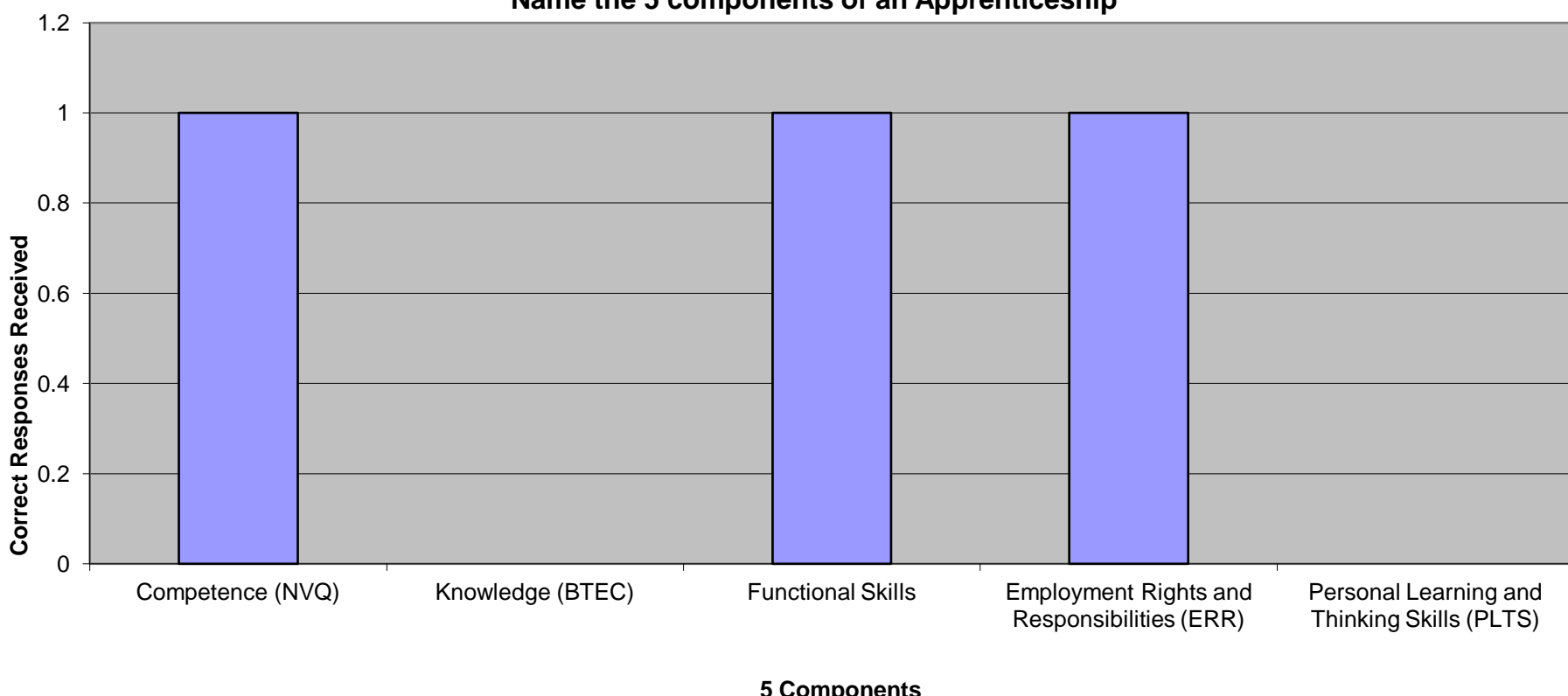
72% of businesses report improved productivity as a result of employing an apprentice. NAS March 2014



56% of London employers don't understand the requirements and benefits of an apprenticeship. And “more London employers” were dissatisfied than employers nationally. Source: BIS March 2011

In our JGA survey, a third of employers could name 3 out of the 5 components of an Apprenticeship.

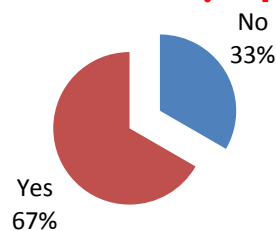
Name the 5 components of an Apprenticeship



### Reviews

33% of employers don't review their work based plans regularly

Source: JGASurvey 3 April 2014



### Who's Talking to Who?

50% of apprentices didn't know if their Assessor talked to their employer about their progress

Source: JGA Survey 3 April 2014

### Reviews

25% of Assessors don't complete 3 monthly reviews with both employer and learner present

Source: JGA Survey 3 April 2014

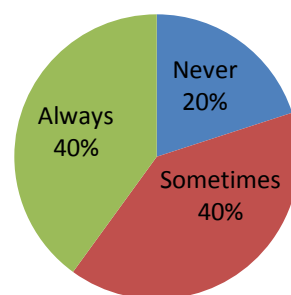


### Relevance

We need to involve employers more, to make it relevant to their business

Source: JGA Survey 3 April 2014

Do you involve the employer in choosing the optional units?



The Skills and Enterprise Minister, Matthew Hancock, has published research which shows that overall, almost 20% of advanced apprentices moved onto Higher Education following the completion of their Apprenticeship. Cohorts of apprentices have been tracked for 7 years since 2005/2006 and there have been over 32,000 people that have made the progression in total.

Link to research here:

<https://www.gov.uk/government/news/more-apprentices-progress-into-higher-education>

Source: GOV.UK 12 May 2014 Research and analysis Apprenticeships: progression to higher education - 2014 update

### Where can I go for peer to peer support?

A website for Employers to network with each other – talk to other employers about their experiences



<http://apprenticemakers.org.uk/>

**Apprenticemakers**  
Sharing experiences to build better businesses

Supported by  
National  
Apprenticeship  
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