



Focus on quality of apprenticeships for UK prosperity – new report urges

Report Launch: Remaking Apprenticeships: Powerful learning for work and life

A new report 'Remaking Apprenticeships' launched today urges government, industry and the FE sector to put a strong focus on the quality of apprenticeships to secure a bright future for the UK economy.

Kirstie Donnelly MBE, UK Managing Director at City & Guilds said: “We all know that the future of the UK economy rests on our ability to meet the skills needs of industry, but this doesn't mean our approach to apprenticeships should be a numbers game. We must first and foremost ensure the quality is high. The City & Guilds Alliance commissioned this research to take a hard look at what makes a good quality apprenticeship, namely the teaching and assessment.”

“We firmly believe now is the time to remake apprenticeships and that, if we take the right approach and embed learning and assessment at the heart of an apprenticeship, as well as ensure they are designed to meet employers' needs, we can ensure the UK's apprenticeship system can compete with the very best on the world stage.”

This timely report is launched in the run up to a general election where both Labour and Conservatives have promised a huge increase in the number of apprenticeships. It proposes a series of practical tools to enable government and the vocational educational sector to work together to rebuild apprenticeships to ensure they become a top choice for both learners and employers in the future, equal to other learning routes in a status.

The report was commissioned by the City & Guilds Alliance and written by two of the UK's leading authorities in apprenticeships Bill Lucas and Ellen Spencer from the Centre for Real-World Learning at the University of Winchester.

Andy Smyth Vocational Learning Development Manager - TUI Group said: “At TUI we welcome this piece of research which puts the spotlight firmly on embedding quality into the apprenticeship system. Apprenticeships should have an eye on the learner's future career giving an understanding of the world of business and the vital soft skills needed to flourish inside and outside of work.

To ensure the apprenticeship system works for all there is a real need for stability now with a focus on learning, process and content and a genuine understanding of the needs of employers. Following the recommendations in Remaking Apprenticeships should get us some way towards achieving that.”

Stewart Segal, Chief Executive, the Association of Employment and Learning Providers said: “Apprenticeships are now at the centre of skills development in the UK and therefore this report reinforces the message that high quality work-based learning is the most effective way forward. The report makes clear that both on-the-job and off-the-job learning should form a core dimension of an apprenticeship because the combination can help produce the desired job expertise, functional literacies and business-like attitudes required in a modern economy. We hope that the new standards being developed under the apprenticeship trailblazers will incorporate the report's key recommendations.”

The launch of the report coincides with the Association of Employment and Learning Providers' (AELP) annual conference today (Feb 19) which will be focusing on the future of employment and skills in the context of the next five years of a new government.

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City & Guilds representatives are available to discuss the announcement in more detail and contribute opinion pieces on this subject.

The report was commissioned by the City & Guilds Alliance. The authors were Professor Bill Lucas and Ellen Spencer of the Centre for Real-World Learning at the University of Winchester.

To view the report and to download the summary report, please click on link below
- www.cityandguilds.com/remakingapprenticeships

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Notes to editor

- The City & Guilds Group is a global leader in skills development. Its purpose is to enable people and organisations to develop their skills for personal and economic growth.
- Backed by a Royal Charter, the City & Guilds Group has 135 years' experience in making sure that people are prepared to contribute to successful businesses and thriving economies.
- The City & Guilds Group partners with more than 200 companies to develop the skilled workforces that they need, and invests in learning technologies to help people learn whenever and wherever they can.
- The City & Guilds Group is made up of City & Guilds, the Institute of Leadership & Management (ILM), and City & Guilds Kineo:
 - City & Guilds develops programmes of learning, learning technology, certification and assessment, to support colleges, training providers and governments.
 - ILM helps individuals, education providers and businesses improve the standards of leadership and management through qualifications, accredited training and specialist member services. ILM awards qualifications to over 95,000 managers across the world every year.
 - City & Guilds Kineo is a global workplace learning company. It offers a fresh approach to e-learning management systems, apprenticeships and managed learning services.
- Combined, the City & Guilds Group operates in over 80 countries, through 10,000 training centres, delivering qualifications in 26 different industries.
- For more information about the City & Guilds Group visit: www.cityandguilds.com.

Appendix

Recommendations in the report include teaching apprentices not only a mastery of their chosen trade and basics such as literacy and numeracy but also embedding core employability skills such as resourcefulness, communication and adaptability to ensure learners have all the skills they need to succeed in the modern workplace.

Lucas and Spencer's research highlights how we could develop a world-leading apprenticeship system in England by developing structured learning that incorporates a blend of time with experts, hands-on experience, feedback, coaching, mentoring, competition and online learning. The report asks all of those involved in remaking apprenticeships, from government to educators and employers, to collaborate to ensure better outcomes for learners and the development of a more skilled and confident workforce.'