



# Why do we need an Apprenticeship Charter?

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The government wants to see another 3 million apprentices by 2020, and that's a vision that we can all buy in to.

But to make that happen we need to make sure apprenticeships are a high quality and accessible option for both employers and individuals.

The vast majority of apprentices are satisfied, and many employers are offering outstanding opportunities, including chances to work across the organisation, and even work and study abroad.

But one third of apprentices didn't even know they were on an apprenticeship. If we're going to ensure apprenticeships are world class and boost opportunity and the economy, we need to do better.

We know that apprenticeships can offer great opportunities for people of all ages, but if we want to see more of the most talented young people choosing apprenticeships, we need to show them that we can offer a genuine alternative to an academic route, with the best possible outcomes.

There are also huge disparities in the numbers of men and women taking on apprenticeships in different sectors – gender stereotypes are deeply embedded at all levels, and only 13% of apprentices are disabled.

Although 25% of applications through the government's apprentice vacancy matching service come from Black and Minority Ethnic groups, only 9% of current apprentices are BME, compared to 15% of the general population.

But we don't need another level of regulation or inspection – we need to allow employers, apprentices and providers to work together to celebrate those apprenticeships that are high-quality opportunities, supporting retention, progression and productivity.

The Apprenticeship Charter will act as a kite-mark for employers. The Apprenticeship Charter will be designed and led by a steering group of employers and apprentices themselves.



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We'll award the quality mark to employers who ensure fair access for their applicants, support the welfare of their apprentices, provide them with careers advice and guidance and get them into future training or employment.

The Apprentice Charter will establish what a quality apprenticeship looks like, and reward and celebrate those employers who provide them.

It will support learners to make informed decisions about where to apply, foster competition and collaboration in the labour market to drive up the quality of apprenticeship opportunities.

The Apprentice Charter will get more people onto apprenticeships, keep them there, help them become more productive and progress onto higher level programmes or into work.




50%  
of university students


... say they were never presented with apprenticeship opportunities. A clear quality mark will help potential applicants to discover the best experiences.




Businesses report an average **increase in productivity** by **£214 per week** when they hire apprentices. The Apprentice Charter will help them deliver an even greater return on investment.




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For every **£1 of government spend** on apprenticeships, BIS estimates **a return of £28**. The Apprentice Charter will deliver a focus on quality that drives productivity.



19%  
of Advanced Apprentices progress to Higher Education

The Apprentice Charter will **drive up quality** and **focus on outcomes** of apprenticeships to ensure progression into work and further training.



# The Apprenticeship Charter

