

The Year of the Apprentice



Stacey Greenwood – Early Talent Manager

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Schneider
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Schneider Electric leading the digital transformation of energy management and automation

Key figures for 2017

5% of revenues devoted to R&D

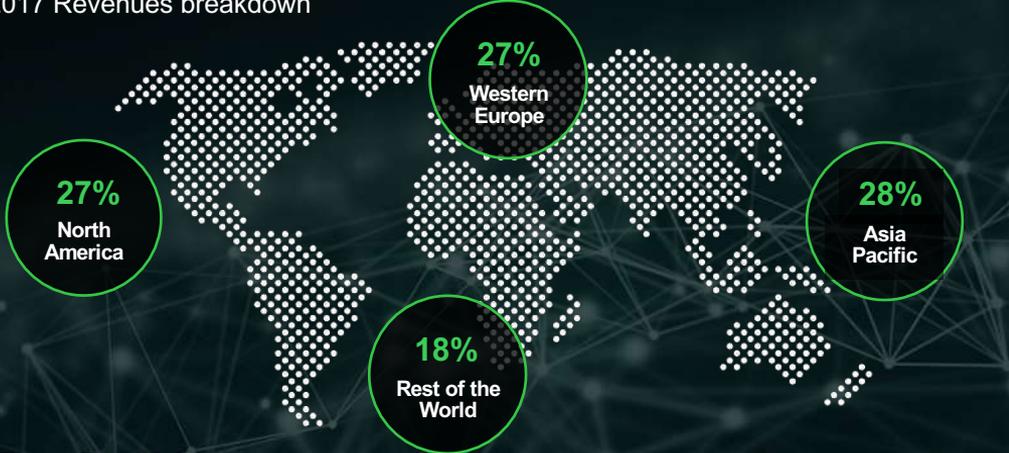
€24.7 billion

2017 revenues

41%
of revenues in new economies

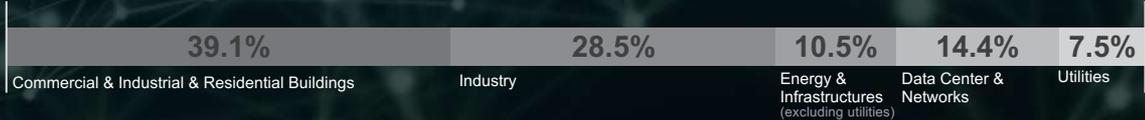
140,000+
Employees in over 100 countries

A well-balanced global presence 2017 Revenues breakdown

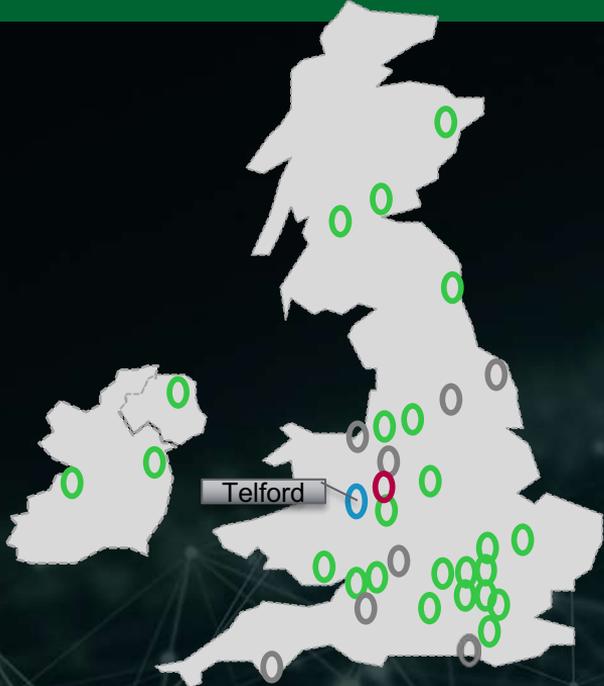


Four End Markets:

*Based on non-GAAP FY 2017 orders



UK & Ireland Overview



● Head office ● Sales Office ● Logistics Center ● Plant



~ €2Bn
Revenue 2017
UK&I combined



50+ ↑
Sites
(across UK&I)



~ 4,500
Employees

2017 – Where we were

- Traditional approach – driven by our manufacturing offices
- Ad-hoc recruitment
- Low numbers recruited
- Struggling to attract the correct candidate profile
- Misconceptions around value of apprentices
- No strategic or centralised approach
- Low numbers of STEM Ambassadors

2017 – Catalyse for change

- Levy – April 2017
- Created an Apprenticeship Talent Manager role
- Push for diversity
- Skills shortage – recognition of company age profile
- Centralise the programme and leverage the brand

Apprenticeship Levy: 2020 Vision

Publication outlining the Governments Plan

‘our goal is for young people to see apprenticeships as a high quality and prestigious path to successful careers, and for these opportunities to be available across all sectors of the economy, in all parts of the country and at all levels’

*The Rt Hon Sajid Javid Secretary of State for Business, Innovation and Skills
The Rt Hon Nicky Morgan Secretary of State for Education and Minister for Women and Equalities
7th December 2015*

Apprenticeship Funding

How Does the Levy work?

Who is affected?

This will affect employers in all sectors.

The levy will only be paid on annual pay bills in excess of £3 million, and so less than 2% of UK employers pay it.

How much do we need to pay?

0.5% of the total pay bill from each of our 11 PAYE Schemes in England, Scotland, Ireland and Wales is paid into our digital account through HMRC

Who can use the Levy?

Employees spending 50% of their work time in England only, 95.28% (3834) of headcount

Has the levy achieved its goal?

-28%

number of new apprenticeships fell to 341,700
in the 2017/18 academic year compared
with 472,500 in the previous year

13.7%

of levy funds have been spent in the first
18 months since it was introduced
with £2.7bn sitting unused in digital accounts

What can be delivered, Who can deliver it ?

Apprenticeship Standards and Providers

390

**apprenticeship standards approved
for delivery**

**197 further standards in
development**

**71 additional proposals in
development**

<https://www.instituteforapprenticeships.org/apprenticeship-standards/sales-executive/>

2571

**organisations on the Register
of Apprenticeship Training
Providers (RoATP)**

**261 employer providers (e.g.
British Gas, Barclays Bank, Rolls
Royce)**

<https://roatp.apprenticeships.sfa.bis.gov.uk/download>

How can you use the levy?

**Apprentice
+
Apprenticeship
=
Levy Funding**

**Existing Employee
+
Apprenticeship
=
Levy Funding**

How can you use the levy?

- **Degree Apprenticeships**
- **Upskilling existing employees**
- **Consider all areas of your business – apprenticeships aren't just technical – customer care, HR, Sales, Marketing, Project Management**
- **Businesses can now share up to 25 per cent of their funds with businesses in their supply chain**

How did we transform our apprenticeship programme?

- Buy in from our ExCo Team – Zone President Sponsoring
- Centralised the programme – Recruitment, development, Management
- Part of Early Talent Programme
- Introduced Degree and Higher – using levy
- Assigned Apprentice Managers into our business – internal training
- We used best practice from one of BUs to influence rest of business
- Rebranded programme – Global Brand Leader
- Changed language in promotion material to be user friendly
- New digital brochure
- Advertised with: Not going to Uni, Rate My Apprenticeship, All About School Leavers, UCAS and Internally - Targeted parents – major influencers 80%
- Gave all our early talent population an objective to become a STEM Ambassador

2018 Centralised Apprenticeship Programme – 3 routes



Advanced Apprenticeship Requirements

- 5 GCSE's – Grade C and above including English, Maths and Science
- Right to work in the UK

Education:

- 4 days at work
- 1 day at college
- Obtain a BTEC Level 3 Qualification, NVQ



Intermediate Apprenticeship Requirements:

- 2 A-Levels or equivalent
- Right to work in the UK

Education:

- 4 days at work
- 1 day at college
- Obtain a Level 4/5 Higher Qualification in HNC/HND, NVQ



Degree Level Apprenticeship Requirements

- A – Levels or equivalent qualifications e.g. ONC, HNC, HND or NVQ
- Right to work in the UK

Education:

- Working alongside part-time studying
- Obtain a Degree

Successes

- 2017 – 2018 Apprenticeship Intake grew by 160%
- Early Talent Induction – 60 grads and apprentices
- Levy Utilisation went from 8% to 33%
- Partnered with Lincoln University to develop a degree apprenticeship programme specific for SE – 15 in 2018
- 150 STEM Ambassadors
- Addressing the age and skills gap
- BBC bitesize training
- Won Silver Award for best School Leaver Programme at IHRA 2018



Degree Apprentices at Lincoln Uni – Freshers week

Challenges – lessons learnt

- Educating the business on apprenticeships and levy
- Ensuring all your stakeholders are fully engaged – HR BPs
- Ensuring you have the right Apprenticeship Managers
- Changing perceptions of apprenticeships and myths out there
- Making sure you have promotional and advertising material in the correct language
- Identify and choose the right training providers
- Be prepared for it to go from zero to a hundred!

How can we contribute?



This annual week-long celebration of apprenticeships will bring the whole apprenticeship community together to celebrate the impact of apprenticeships on individuals, employers and the economy.

1. **What is an Apprenticeship?** Virtual classrooms to raise awareness on the offer, manager and/or employee?
2. **Mobilise the STEM Network** encouraging young talent to consider an apprenticeship as an option whilst sharing what we have done as a business and our approach
3. **Vendor Marketplace** engage with local providers delivering relevant topics to showcase their offerings and build relationships
4. **Apprenticeship Life Stories** repurpose of existing collateral or develop new content to spotlight apprentice/apprenticeship experiences

THANK YOU.

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