

# APPRENTICESHIPS

YOUR FUTURE EMPLOYEES;  
YOUR FUTURE BUSINESS



step22 

GREAT PEOPLE INTO GREAT JOBS



## About Step22

**Step22 is the hospitality brand of Catch22 Apprenticeships, so we have access to all the systems, resources and skills that have made Catch22 an award-winning Apprenticeship training provider with more than 10 years experience.**

**Step22 is a recruitment and training solution that gets great people into great jobs in the hospitality sector, funded by the apprenticeship levy.**

Step22 helps businesses source and train great staff to significantly improve retention and staffing costs.

**Our mission is to become the no.1 provider of hospitality apprenticeships in the UK.**

Now is the time to train and develop your future workforce.

With our help of a provider, you can build a workforce of loyal, enthusiastic people suited to the needs of your business.

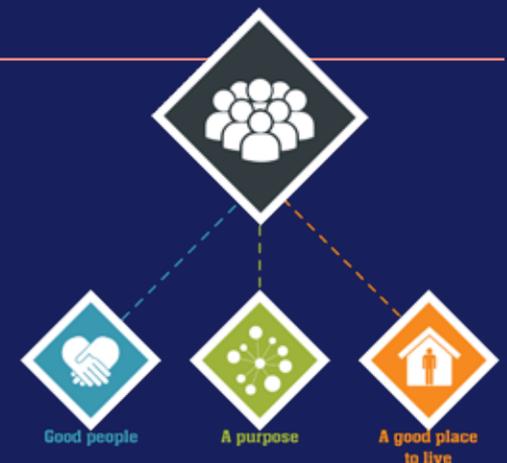
Step22 builds and delivers tailored apprenticeship programmes. With extensive cross-sector experience and UK-wide partnerships, we have the expertise to help you make the most out of apprenticeship funding.

## What is the Apprenticeship Levy?

- Businesses with a payroll of £3 million or more are obliged to make monthly deposits of 0.5 per cent of their annual pay bill into the apprenticeship levy pot.
- These businesses are then given a rolling 24-month deadline to spend it.
- The levy funds can be used towards paying for apprenticeship training both for existing staff and new hires.
- Last year, more than £133 million of levy funds went unspent.
- More than £3 billion of funding underused since the levy came into effect in 2017.
- More than half of levy-paying businesses are not spending their levy.

**For over 200 years, Catch22 has designed and delivered services that build resilience and aspiration in people and communities across the UK.**

Our approach is based on the 3Ps. We believe people can thrive when they have:





## Case Study

**HML Property Management have 25 apprentices and continue to bring in new apprentices every year. Here's why:**

"We see apprenticeships as a key part of our overall recruitment and social mobility strategy. We passionately believe that, as a large employer, we have a responsibility to the next generation of workers. They are key to helping us keep our business relevant and innovative.

We quickly identify those apprentices that have talent and a future in our organisation. Many come in with a sound work ethic and show us they have some 'spark'.

We have ended up retaining over 95% of the apprentices that we have recruited and they are now developing and progressing through our organisation.

This fresh generation brings us fresh ideas! This helps us innovate and remain relevant.

Our customer base evolves over time too and our apprentices help us shape our service offering to their particular generation."

## Why back an apprentice?

### **BOOST PRODUCTIVITY:**

Research shows each apprentice brings a gain in productivity of more than £10,000 per year for their employer, with figures for some sectors being even higher.

### **FILL SKILLS GAPS:**

As the needs of the workplace evolve and the impact of Brexit becomes clear, there will be skills gaps to fill. Taking on apprentices can help fill those gaps.

### **COMPETE IN THE MODERN MARKETPLACE:**

You can train apprentices in the skills that your business needs now and in the future. In industry research, 77% of employers agreed that taking on apprentices helped to make their organisations more competitive.

### **BUILD STAFF LOYALTY:**

Staff typically feel loyal to employers who have invested in their training and are therefore more engaged and motivated to stay.

### **ESTABLISH COST-EFFECTIVE TRAINING:**

Apprenticeships are particularly cost-effective as a form of training because while employers pay apprentices' wages, funding is available to cover many other training costs.

### **SUPPORTING SOCIAL MOBILITY**

'Earn and learn' training opportunities, such as apprenticeships, are key to helping people from disadvantaged backgrounds enter the workplace and progress into fulfilling careers.

### **LEVY TRANSFERS**

**As an apprenticeship levy paying business you have the option to transfer up to 25% of your annual funds to a non-levy paying business. You can do this by:**

- Working with employers you currently work with
- Getting in touch with other employers in your industry
- Getting in touch with an Apprenticeship Training Agency
- Working with regional partners

Step22 can help match you with business who may be interested in accessing your unspent levy funds.

Transferred funds are used to pay for the training and assessment cost of the apprenticeships agreed with the receiving employer.

## Our experience

As a government registered training provider, Catch22 already provides a range of apprenticeships across many industries.

We deliver apprenticeships at intermediate, advanced and higher levels to provide a comprehensive workforce training solution suitable for any business or individual.



<sup>1</sup>Rate My Apprenticeships survey.

## What our apprentices say:

"The apprenticeship has helped me gain a better understanding of my job role and how important it is to provide good customer service and what implications it can have on the business."

**Krystal McDonald,**  
Level 3 Customer Specialist (Experian)

"I am more confident and more independent. My customer service skills have improved substantially."

**Matthew Smith,**  
Level 2 Customer Service Practitioner (The AA)

### WHAT OUR PARTNERS SAY:

"Working with Catch 22 to deliver our Customer Service apprenticeship has enabled us to drive diverse talent with fresh thinking into the business, whilst shaping them to embrace our organisational culture. Catch22 provide constant support to both the apprentices and organisation and are producing top talent apprentices."

**Zoe Coates,** Future Capability Manager (Vodafone UK)

## How the Step22 service works

- 1 We meet with your organisational leaders to discuss and define your skills gaps.
- 2 After assessing what areas of your business would benefit from apprenticeship training, we build programmes to suit your skills needs now and in the future.
- 3 Our courses focus on developing the technical skills and soft skills, while meeting the nationally required standards.
- 4 We then recruit and train great people for apprenticeships, building an action plan to address any barriers to work and putting key milestones in place.
- 5 Step22 provides ongoing in-work support throughout to achieve better outcomes for both employer and apprentice.

**IN ADDITION TO OUR LEVEL 2 HOSPITALITY TEAM MEMBER AND LEVEL 3 HOSPITALITY SUPERVISOR PROGRAMMES, WE ARE ALSO ABLE TO OFFER APPRENTICESHIPS ACROSS LEVELS 2 TO 5 IN CUSTOMER SERVICE, BUSINESS ADMINISTRATION AS WELL AS MANAGEMENT AND LEADERSHIP**



