

To find out more information visit www.theimi.org.uk/roi for details about the study, the model and the results. Or call **+44 (0) 1992 511521** to discuss how apprentices can help your business.

IMI KEEPING THE MOTOR INDUSTRY MOVING SINCE 1920

- Individual professional recognition
- Apprenticeship frameworks
- Independent endorsement of in-house training programmes
- Bridging skills gaps
- 250 automotive qualifications
- World class research and insight

www.theimi.org.uk



“Hybrid and electric vehicle demand is being driven by the consumer; more UK and global BMW partners will become specialised ‘BMW i-Retailers’.

BMW technicians are only permitted to work on Hybrid/Electric vehicles when they have attended the relevant training and achieved the relevant qualifications.

BMW UK use the Institute of the Motor Industry hybrid electric vehicle qualifications to fulfil this purpose and so ensure that a BMW technician has an acute awareness of the dangers of the high voltage systems, ensuring that any repairs required are completed safely and to a high standard of quality.”

Philip Neal, National Training Manager, BMW Group UK



IMI FACT FILE

Automotive apprenticeships deliver 150-300% return on investment



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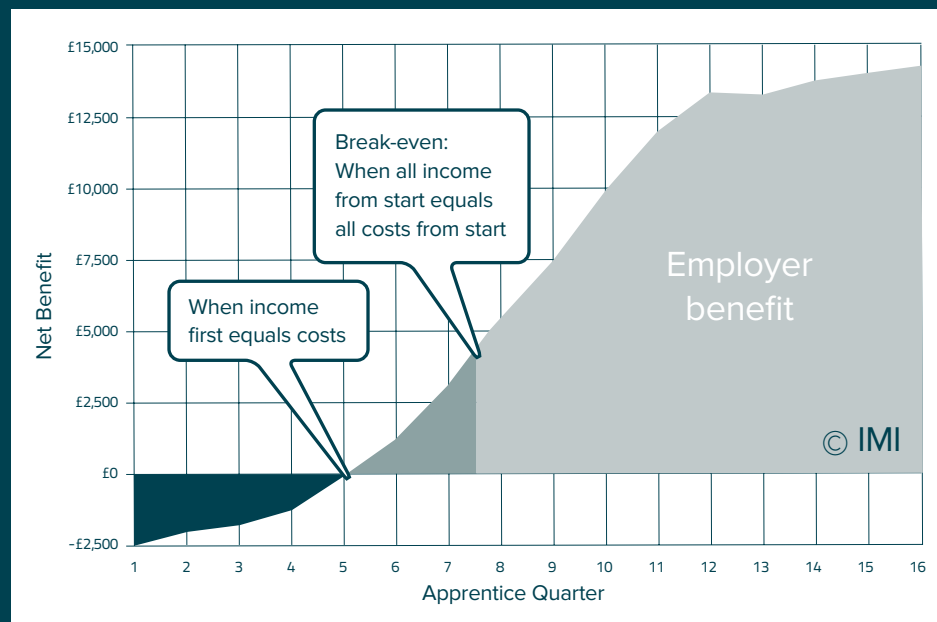


PROBLEM: WHAT APPRENTICE ROI COULD I GET AS AN EMPLOYER?

The Institute of the Motor Industry (IMI) has undertaken a two-year research project, co-funded by the UK Commission for Employment and Skills, to ascertain the level of return on investment from light vehicle maintenance and service apprenticeships. The study looked at a cross-section of businesses across the whole of the UK from micro sized independents to franchise dealers and included 30 apprentices.

SOLUTION: IMI ROI MODEL & CALCULATOR

Overwhelmingly the results from the IMI study have shown that there is a significant financial return to the business within the apprenticeship. Using extensive productivity data the IMI has mapped out a consistent trend in the productive contribution made by apprentices. This productivity follows an 'S-curve' showing low skilled, low level growth in the first year accelerating through the second year to a high skilled level in the third or fourth year expected of an experienced technician – see the graph which shows quarterly net benefit.



**S-CURVE 1
NET BENEFIT
PER QUARTER**

It was clear from the study that for a business to achieve the maximum potential from an apprentice the employer must choose the right candidate for their business and maintain a good relationship with the college/training provider. However, the attitude and support of the employer to the apprentice is critically important; by allowing the apprentice opportunities to apply their skills they will ultimately become better and more productive technicians.

In all cases an apprentice teamed up with a technician to gain knowledge and skills first-hand in the first year and often second year. The data indicated that a technician who had an apprentice working with them could gain 10%-25% in productivity (and efficiency), which benefits the business and in turn allows the apprentice to gain real learning and experience.

OUTCOME: BESPOKE EMPLOYER INSIGHT

- Apprentices typically generate a return on investment of between 150% and 300%
- Apprentices typically generate profit within 18-24 months, often within 12 months
- Home grown apprentice-trained technicians invariably outperform market-recruited technicians
- 'Growing your own' technicians through apprenticeships reduces long-term recruitment and training costs
- Apprentices learn company best practice and culture from the start

WHAT THE EMPLOYERS SAY

"Bringing apprentices into my business has helped over a period of 3 to 4 years. We see it as a positive move. For a business like ours we want to move forward and invest in the future through apprentices."

- Paul Killingsworth, Proprietor - PK Automotive Solutions

"We need to pass on our knowledge to the youngsters. It is also more cost effective than employing someone from the open market. Also they tend to stay with us!"

- Roger Tebby, Proprietor - S.F. Tebby & Son

"Apprentices take on the ethos of the company from day one. Employers see their cost effectiveness in the first few years of investment and very often see a return on investment quite quickly."

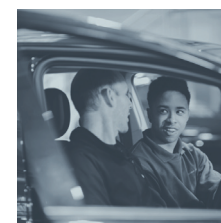
- John Chambers, Operations Manager - Babcock International Group

"Here at the Phoenix Car Company we take on apprentices for an investment into the future and also to obtain upcoming talent for our business. We train them the way we want them to be trained. An apprentice becomes a net benefit to our business from the second year... some are a bit sooner."

- David Newport, Service Manager - Phoenix Honda

"At the Donnelly group we take on apprentices as we need young people; moving into the future, technology is becoming so advanced we need to get young people in as early as possible so you can mould them to what you want."

- Noel McCormack, Service Manager - Donnelly Group



"Young students are very intelligent; the youth connect diagnostic equipment quicker."

- Lyn Morgan, Proprietor - Trefnant Garage

SMALL AND MEDIUM ENTERPRISES



PK Automotive Solutions, Lincoln is an independent specialist Bosch Car Service centre offering services to the public and technical support to over 140 local garages and dealerships. PK has six employees with two female apprentices, one having been recruited at 16 as an apprentice technician. PK knows that after the first year an apprentice can do the basic parts of a service leaving the fully qualified technician to do something more complex, adding value to the business. PK was keen to provide productivity data to develop the IMI Apprentice ROI model which has validated their own calculations of the financial value of apprentices to growing the business.



Trefnant Garage, North Wales is a leading independent Mercedes Benz specialist garage who also repairs and services all makes and models of vehicle much of the work coming from customer recommendations.

“Finding the right young person keen to work and learn was and continues to be a challenge. Once we found our apprentice and gave our workshop data to the IMI for their ROI Calculator I was confident that if we coached our apprentice in the right way we would see the financial benefits suggested by IMI’s calculation. I’m happy to say that our hard work and the hard work of our apprentice paid off. Now he’s qualified we’ve taken on another apprentice and will be expanding our business.”

Lyn Morgan, Proprietor



SMALL AND MEDIUM ENTERPRISES



SF Tebby, Bristol, a family run independent garage, has gone from strength to strength building up a strong clientele based on referral and recommendation.

“Seeing IMI’s Apprentice ROI Calculator in action using our workshop data was the proof I needed that we’d always been making the right business decision to recruit apprentices. In fact, we’ve taken on more people as apprentices who have stayed after qualifying than qualified technicians who have been recruited from the open market. Our most recent apprentice started paying his way in under six months and is now a fully productive member of our team.”

Roger Tebby, Proprietor, SF Tebby & Son



Andy's Kars, Cambridge is an independent garage with nine employees including four technicians and a new apprentice.

“Apprenticeships are the only way potential Technicians are going to get a full all-round understanding of their future within the Motor Industry, and the employer getting a return on their investment. Apprenticeships are a very good tool to motivate the youth of today, that wish to earn and learn at the same time. This is a very small investment to make for the loyalty and skills in the work place, when investment is shown and supported from the top down. Your return on investment is up to you as the person at the top. Inspire the next generation by using the last generation to teach them their skills of today, by doing this you are not only building their future but a whole team that wish to grow together.”

Andy Kent FIMI FRSA, Managing Director, Andy's Kars Ltd

THE TRAINING PROVIDER



Emtec Colleges Limited (ECL) is a British company based in Nottingham, East Midlands (England) with Emtec Consulting (Shanghai) Limited Regional Office based in Shanghai, China. ECL provides vocational training in the automotive retail and repair industry. Its core business covers automotive technology, sales, customer service and management.

ECL senior management team members have been involved in the UK and global automotive industry and international engineering sector for a number of years, with over 25 years working relationship with the Institute of the Motor Industry both in the UK and overseas markets. Recognised by governments and education authorities around the world, with over 110,000 young and adult learners globally, IMI offers a comprehensive portfolio of international qualifications for individuals seeking to demonstrate professional competence to the highest level. As an IMI International Partner, ECL's and EC(S)L's core activity is totally focused on developing and supporting Approved Centres (Universities, Colleges, Schools & Vehicle Manufacturers) to deliver these internationally recognized qualifications via a robust training, assessment and certification system in overseas markets.

"We at Emtec Colleges Limited believe apprenticeships are an important route to skills development, helping us to build a sustainable relationship with forward-thinking Centres across China. We seek to offer the best training solutions, where appropriate using IMI Qualifications that have been benchmarked against IMI standards. Before entering into an apprentice training solution with Emtec, our clients often wish to explore the financial viability of recruiting apprentices. The IMI's online Apprentice ROI Calculator has been an important tool to demonstrate compelling evidence that when the right people are recruited into apprenticeships the financial benefits are clear."

Andrew Moore, Managing Director, Emtec Colleges Ltd



ONLINE ROI CALCULATOR



PC TABLET MOBILE

7,500 page visits
in first 18 months

IMI INFLUENCING THE SECTOR

The Apprentice ROI Calculator has been core in communicating to employers the benefits of Apprenticeships.

IMI DELIVERS ON GOVERNMENT OBJECTIVES

"Can I just take this opportunity on behalf of UKCES to thank each and every colleague who has dedicated their time, effort and commitment to achieving these amazing results. Well done everyone ... on the staggering delivery and sustainable outcomes from these projects."

UKCES Investments Manager, April 2014

UK EMPLOYER PANEL SURVEY

Apprentice recruitment

