



# Developing the skills of your teams

Apprenticeships for Public Services

**JGA**  
*Developing Futures*

[www.jga-group.com](http://www.jga-group.com)

# We are The JGA Group

## Start an apprenticeship programme with us today

We are a Queen's Award-winning training provider, priding ourselves on high-quality and inclusive programmes. More than 170 public sector organisations across England work with us.

Organisations choose us because our coaches and tutors are not just teachers; they are industry professionals with current, extensive experience—experience which they regularly draw upon to support, challenge and benefit apprentices. It works. Achievement rates are well above the national average and nearly two-thirds of completions are graded distinction!

We are the official provider of PR and Communications apprenticeships to the Government Communications Service and of Policy Apprenticeships to Central Government. We are the NHS's official training provider for the Level 7 Health and Care Intelligence Specialist apprenticeship and the NHS Project Management profession's provider of choice for Systems Thinking.

**86%** of employers said apprenticeships helped them develop skills relevant to their organisation\*

\*Ref: apprenticeships.gov.uk

# Return on Investment

## Improve team performance from day one

All JGA programmes require the learners to identify opportunities to improve delivery, performance and to propose thoughtful recommendations. Each module will be tailored to the particular needs of the apprentice's organisation so that both the learner and the employer reap benefits from day one.



## Awards

West London Business Awards Best Education & Training Provider 2025 & 2023

West London Business Awards Apprentice of the Year 2025

AAC Creative and Design Apprenticeship Provider of the Year 2023

The Queen's Award for Enterprise (Promoting Opportunity) 2021

# The Benefits of Apprenticeships

Apprenticeships are not just for raw talent. They also offer excellent training for employees who are looking to upskill. Engaging in apprenticeship programmes ensures that your people have the skills and capabilities necessary to do their jobs well. It also demonstrates that your organisation recognises they are worth investing in — resulting in a range of benefits.

## Increased productivity and performance

Apprenticeships provide hands-on experience and tailored training, equipping employees with the skills needed for their specific roles. This leads to higher productivity, improved performance, and a more competent and motivated workforce.

## Employee retention and satisfaction

Apprenticeships offer career development and growth, fostering loyalty and job satisfaction. This leads to reduced turnover, ensuring experienced and committed employees stay with the company longer.

## Compliance and best practices

Apprenticeships ensure employees understand and adhere to public sector regulations, policies and standards, fostering a culture of compliance and excellence in service delivery.

## Cross-functional collaboration

Apprenticeships develop the learner's abilities to work across different departments and manage projects and stakeholders. This enhances teamwork and communication, leading to more innovative and robust solutions.

## Competitive advantage

Apprenticeships develop a highly skilled and committed workforce, reducing recruitment costs and staff turnover. This structured training enhances innovation and efficiency, equipping public sector organisations with the expertise needed to deliver high-quality services and drive continuous improvement.

## Fostering future innovators

Apprenticeships immerse learners in recent trends as well as cutting-edge technologies such as AI. This hands-on experience cultivates innovative thinking and supports them in adapting to changes in the world of work.

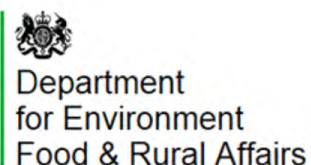
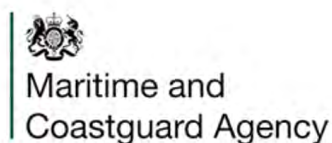
## Data-driven decision making

Apprenticeships provide practical data analysis skills, enabling employees to make strategic decisions. This strengthens operational efficiency, improves service delivery and supports evidence-based communications and project development in the public sector.

## Cost-effective

Apprenticeship training is free to levy payers and the Government provides 95% funding for smaller organisations. Using apprenticeships to upskill your workforce offers substantial savings compared with other training options.

# Join us. You will be in good company...



# Apprenticeships

The JGA Group has a strong track record in helping public sector bodies, local government, NHS, police forces, ambulance services and fire services to develop their workforce.

Our range of apprenticeships build the knowledge, skills and behaviours needed to enhance professional capability, drive organisational success and adapt to evolving industry demands.

# 100%

**of apprentices told us seminars and coaching were excellent or good**

July 2023

## Public Sector Specialisms

- Business Administrator (*Level 3*)
- Health and Care Intelligence Specialist (*Level 7*)
- Policy Officer (*Level 4*)
- Service Designer (*Level 6*)
- Systems Thinking Practitioner (*Level 7*)

## Content, Communications and Marketing

- Content Creator (*Level 4*)
- Creative Digital Design Professional (*Degree Apprenticeship*)
- Digital Community Manager (*Level 4*)
- Event Assistant (*Level 3*)
- Marketing Executive (*Level 4*)
- Marketing Manager (*Level 6*)
- Multi-Channel Marketer (*Level 3*)
- Photographer (*Level 4*)
- PR and Communications (*Level 4*)



## Business Administrator Apprenticeship



### Business Administrator Apprenticeship (Level 3)

Business administration plays an important role in managing organisational processes, resources, people and time. It adds value to all industry sectors. It is a common career starting point.

Apprentices learn to show initiative, manage priorities and their time, solve problems and make decisions. During the apprenticeship, they will develop key skills and behaviours to support their progression towards supervisory responsibilities.

The course is designed for school and college leavers seeking to gain first-time professional experience, working in B2B and B2C environments.

#### Over 15 months, apprentices will develop knowledge, skills and behaviours in:

- ✓ IT
- ✓ Record and document production
- ✓ Decision making
- ✓ Interpersonal and communication skills
- ✓ Planning and organisation
- ✓ Project management
- ✓ Stakeholder management
- ✓ Managing finances and change

“

*Getting a distinction in my business administration apprenticeship was one of the proudest moments in my career so far and I couldn't have done it without the support of others. The most contributing factor was having a very supportive tutor who dedicated a lot of his time to planning and conducting very interactive and resourceful seminars and providing me with all of the guidance and advice needed to achieve the best grade possible. I was able to adopt a deeper understanding of how my organisation operates and my contribution and have gained a huge amount of confidence. I feel this is the first step in my professional development and look forward to more opportunities I have been provided with by JGA.*

**Sofia Hilton, People Services Administrator,  
Greater Manchester Combined Authority**

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

## Health & Care Intelligence Specialist Apprenticeship

### Health & Care Intelligence Specialist (Level 7)

The masters degree level HCIS apprenticeship is for junior professionals who study the health of populations, plan, commission, manage, deliver, monitor and evaluate health and social care policies and services.

The course is designed to provide Health and Care Intelligence Specialists with a blend of practical and theoretical knowledge necessary to produce insights and deliver advanced analytics which impact strategic and operational levels.

Apprentices will learn how to design studies in population health, public health and epidemiology and lead on analytical projects that will improve implementation of services and inform evidence-based decision-making and policy across health and social care.

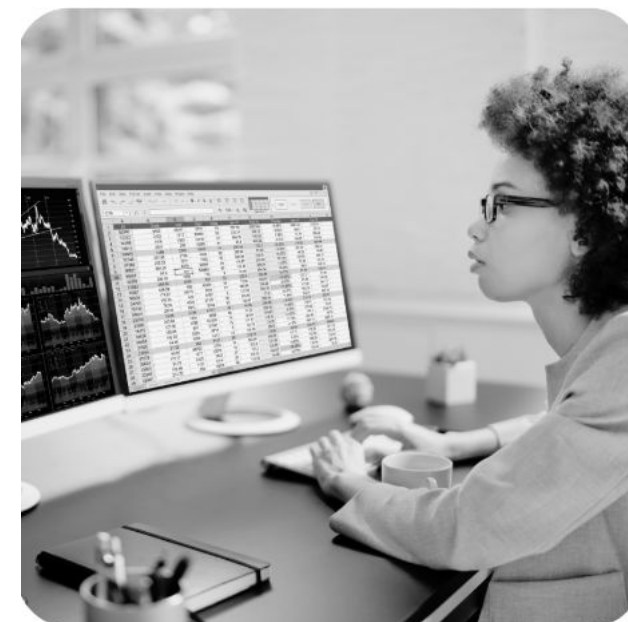
The JGA Group is the first provider in the country and has been appointed the official provider of the Healthcare Intelligence Specialist Apprenticeship by the NHS.

**This 22-month apprenticeship develops knowledge, skills and behaviours in:**

- ✓ The health and social care system
- ✓ Personality, stakeholders and working relationships
- ✓ Leadership and management
- ✓ Project leadership
- ✓ Information, evidence and recommendations
- ✓ Study design and methodologies
- ✓ Data analysis and evidence informing decision-making
- ✓ Interpretation, transfer and dissemination of information
- ✓ Finance, economics and planning

**Course projects cover:**

- ✓ Empowering others through training
- ✓ Leading a change project
- ✓ Project identification and proposal
- ✓ Writing a report



### Policy Officer Apprenticeship (Level 4)

Policy Officers shape and/or influence public policy. They work with a wide range of stakeholders and experts to gather evidence and to synthesise information and present recommendations to senior colleagues.

We are tremendously proud of this programme which was designed by policy experts with central and local government as well as third sector experience.

**This 18-month apprenticeship will develop knowledge, skills and behaviours in:**

- ✓ Understanding the policy-making process
- ✓ Researching and analysing information
- ✓ Communicating and influencing effectively
- ✓ Project management and stakeholder engagement
- ✓ Parliament and influencing policy
- ✓ Devolution and implementing policy
- ✓ Ethical and effective policy

“

*“You have to analyse what’s going on in the political world, what’s happening in the community, and how that might affect your policy area. It can be quite technical, but having professionals guiding you through that process was really helpful.”*

**Angela Malik,  
London Borough of Camden**





## Service Designer Apprenticeship

### Service Designer Apprenticeship (Level 6)

This degree-level apprenticeship develops aspiring or existing service designers into first-rate employees who are able to develop, redesign and improve services and service propositions to deliver strong results which meet the needs of the user, the business and other stakeholders.

The apprenticeship encourages learners to take a user-centred, collaborative and exploratory approach to design the new service, iterating toward completion.



Over 18 months, apprentices will develop knowledge, skills and behaviours in:

- ✓ The service design mindset
- ✓ Ideation and prioritisation tools and techniques
- ✓ Continuous improvement
- ✓ Pain point identification
- ✓ Research methodologies and ethics
- ✓ Evaluation methodologies and measuring impact
- ✓ Digital and physical prototyping
- ✓ Collaborative design
- ✓ Multi-disciplinary teams
- ✓ Successful concept delivery
- ✓ Project and change management
- ✓ Equitable and sustainable service design
- ✓ Regulatory and legal considerations

“

*It (the apprenticeship) allows you to 'learn by doing', and I think with service design you've got to be doing it to be able to understand it and learn it.*

*It's easy to learn how to do something in training and then go away to practice it, then reflect on how you did it and go back.”*

**Employer,  
Dorset County Council**



## Systems Thinking Apprenticeship

### Systems Thinking Apprenticeship (Level 7)

This master's degree-level programme is designed to equip strategic leaders with the tools, behaviours, and skills needed to tackle complex workplace challenges.

One of the most profound impacts of the Systems Thinking Practitioner Apprenticeship is its ability to transform how learners perceive and address problems. The course encourages participants to shift from a linear, cause-and-effect mindset to a more holistic, interconnected systems-based approach.

Systems thinking helps learners to begin to see the interconnectedness of issues within their organisations and wider environment. It also equips them with the tools to uncover root causes, engage stakeholders, and implement lasting solutions, ensuring real-world impact within their workplace.

Over 22 months, apprentices will develop knowledge, skills and behaviours in:

- ✓ Understanding Core Systems Concepts
- ✓ Understanding how to approach messy or complex problems
- ✓ Using systems thinking concepts, tools, approaches and models to map out and build an initial understanding of the problem
- ✓ Systems modelling and interpretation
- ✓ Inquiry, information gathering and analysis
- ✓ Planning Interventions and stakeholder engagement
- ✓ (Co)design and continuously evolving a stakeholder engagement strategy sensitive to political and power dynamics amongst stakeholders
- ✓ Intervention design and change implementation
- ✓ Leading, communicating, collaborating and influencing
- ✓ Courage and constructive challenge
- ✓ Adaptability and cognitive flexibility
- ✓ Curiosity, innovation, professionalism, pragmatism, resilience, collaborative skills and open-minded thinking



*In the NHS you see problems all the time. We tend to jump into solutions and invariably they don't work. Systems Thinking is about taking a step back, working collaboratively with systems and across departments.*

*It has been so rewarding to learn new skills and how they can be applied to the NHS. I have been working on a project using Systems Thinking to look at the working experience of disabled staff within the NHS, looking behind the data to understand why they have a worse working."*

**Elisse Grint,**  
**Staff Engagement Co-ordinator,**  
**NHS England, East of England**



## Content Creator Apprenticeship



### Content Creator Apprenticeship (Level 3)

Content creation can be a powerful tool to communicate important messages to the public, engage with communities and create guidance materials.

This apprenticeship, led by a passionate content creator, helps learners to develop and create content for use across a wide variety of media, including digital, social media, video, broadcast or in print.

Apprentices will understand how to work to a brief and research, prepare and develop messaging to maximise audience engagement, whilst capturing the strategy and objectives of the organisation they represent.

This 15-month apprenticeship will develop knowledge, skills and behaviours in:

- ✓ Sales and segmentation
- ✓ Branding
- ✓ Copywriting
- ✓ Animation and video
- ✓ Scripts and storyboards
- ✓ Websites and social media
- ✓ Email marketing
- ✓ SEO and pay per click
- ✓ Photography, asset management and legal
- ✓ Planning
- ✓ Pitching and presentation
- ✓ Workflow and proposals
- ✓ Data and evaluation

# 92%

of companies that have taken on apprentices believe this leads to a more motivated and satisfied workforce

## Creative Digital Design Professional Apprenticeship



### Creative Digital Design Professional Apprenticeship (Level 6)

This integrated degree apprenticeship is delivered by Middlesex University and led by practitioners from London's creative industry, ensuring students benefit from up-to-date industry standard equipment and experiences.

The course leads to a BA degree qualification that is highly relevant to the creative design industry.

“

*"We are committed to putting our students first, by providing them with a creative environment that will prepare them for successful careers in their fields; Develop their critical thinking through doing and making."*

**Middlesex University,  
Faculty of Arts and Creative Industries**

This three year apprenticeship will develop knowledge, skills and behaviours in:

- ✓ Creative design tools, methods and processes
- ✓ Briefs and audience
- ✓ Client relationships
- ✓ Brand management
- ✓ Campaign planning, design and delivery
- ✓ Pitching and iterating
- ✓ Data stories
- ✓ User centred and accessible design
- ✓ Creative project management
- ✓ Content production





## Digital Community Manager Apprenticeship

### Digital Community Manager Apprenticeship (Level 4)

Digital Community Managers engage with the community, answering their questions and providing a link between citizens and your organisation.

With the right skills managers can be both responsive and proactive in addressing community questions and concerns and create effective and cost-efficient communication channels.

This 16-month apprenticeship will develop knowledge, skills and behaviours in:

- ✓ Knowing your organisation
- ✓ Understanding social media platforms
- ✓ Communicating effectively
- ✓ Technologies
- ✓ Operating environments
- ✓ Safety, security and resilience
- ✓ Digital marketing



“

*"I think it would be impossible to learn this in an academic scenario without having hands on work experience. I've also learnt things that are outside our sector and I think you probably become better at comms because you have a better knowledge of the wider industry. The sessions have been really enjoyable. My tutor is very knowledgeable. The discussions are interesting because you hear other people's takes. Learning things then being able to apply it to the role is the best part."*

**Apprentice, Humberside Fire and Rescue Service**



**HUMBERSIDE**  
Fire & Rescue Service



### Event Assistant Apprenticeship (Level 3)

Event Assistants need to be able to research venues and locations; provide support for event planners and project managers; plan and schedule; work with suppliers and brand events. JGA has been delivering this apprenticeship for six years and no apprentice who has remained on programme has ever failed.

Learners develop great internal and external communication and team-working skills, are competent, respectful and adaptable and able to generate ideas.

**This 15-month apprenticeship develops knowledge, skills and behaviours in:**

- ✓ Personal management
- ✓ Finance, budgeting and negotiation
- ✓ Communication skills
- ✓ Event creation
- ✓ Event logistics
- ✓ Event marketing
- ✓ Technology
- ✓ Professional and commercial skills
- ✓ 360 degree feedback

“

*"It has been amazing to go through this learning journey with [the apprentice]. There's been a great layering of topics and the support that we have received from JGA has been wonderful, thank you."*

**Manager, Royal Opera House**



ROYAL  
OPERA  
HOUSE



## Marketing Specialists Apprenticeships

### Marketing Executive Apprenticeship (Level 4)

Designed for marketers with a little more experience, this programme provides a robust grounding in the fundamentals of marketing. The apprenticeship instils creativity, communication and project management skills, alongside knowledge of the systems, processes and budgetary implications of delivering marketing campaigns.

It also supports Marketing Executives in building self-confidence as a marketing professional; developing their ability to lead on projects, having their own voice within the business and building relationships with key stakeholders.

#### Professional Recognition

The apprenticeship is assessed by the Chartered Institute of Marketing. Apprentices meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM). Modules are mapped to the CIM Level 4 Professional Diploma in Marketing. Level 4 equates to the first year of a degree.

This 17-month apprenticeship will develop knowledge, skills and behaviours in:

- ✓ Business understanding and commercial awareness
- ✓ Brand and reputation
- ✓ Marketing research and evaluation
- ✓ Marketing concepts and theories
- ✓ Marketing planning and campaigns
- ✓ Content and communication plans
- ✓ CRM and stakeholder management
- ✓ Bringing products and services to market
- ✓ Marketing executive as a professional



**achievement rate against  
60% national average**

Ref: 22/23 academic year

“

*“I really enjoyed my apprenticeship and learnt so much about marketing which I have been able to apply in my job. The apprenticeship has helped me to improve my project management skills and write effective marketing plans that align with my organisation’s goals and mission. Before the apprenticeship I was very nervous to deliver presentations but now I feel that I can confidently present a clear presentation to an audience. The apprenticeship has given me a lot of confidence and skills that I can use in my future career.”*

**Marketing Executive Apprentice,  
Solent NHS Trust**

**Solent** **NHS**  
NHS Trust

## Marketing Specialists Apprenticeships



### Marketing Manager (Level 6)

This degree-level programme develops aspiring or existing Marketing Managers into high-calibre employees who think strategically. It has a strong focus on end-to-end service delivery, aligning activities to organisational objectives and delivering a return on investment. It also supports the development of leadership skills to facilitate successful team management and relationships with senior stakeholders.

**This 17-month apprenticeship will develop knowledge, skills and behaviours in:**

- ✓ Strategic marketing concepts and theories
- ✓ Marketing plan and strategy
- ✓ Integrated marketing communications
- ✓ Consumer decision-making
- ✓ Scenario and contingency planning
- ✓ Reputational impact
- ✓ Marketing solutions
- ✓ Product and portfolio management
- ✓ Marketing resource management
- ✓ Service delivery, customer service and improvement
- ✓ Emerging trends and themes in marketing

“

*JGA has truly revolutionised my approach as a Visual Media Officer for Merseyside Police. It has encouraged me to think critically about the changes we aim to achieve, the actions we want people to take, and how I measure and evaluate my results. The program's flexibility has been invaluable in the unpredictable world of law enforcement media production. Since starting the apprenticeship, I've received an increase in positive feedback from colleagues and the Chief Constable, highlighting the significant impact my work has had on viewers and our communities.”*

**Ryan Birchall, Visual Media Officer,  
Merseyside Police**



## Marketing Specialists Apprenticeships

### Multi-Channel Marketer Apprenticeship (Level 3)

JGA's Level 3 Multi-Channel Marketer apprenticeship is a practical course designed as an entry point into a marketing career.

Learners study four modules which cover core marketing theory, how to create content, the importance of a brand and the stages of the customer journey. The modules teach them about all the main areas of marketing.

Seminars and activities reflect the companies that our apprentices work for. They will learn about how marketing changes depending on the sector and how communication can be used to influence and persuade people. We also look at the role marketing plays in instigating behavioural change and how these campaigns can be measured. We cover practical elements from day one so that they can start building their portfolios and preparing for their future careers.

Over 17 months apprentices develop knowledge, skills and behaviours in:

- ✓ The customer journey
- ✓ Core measurement and metrics
- ✓ Social media marketing
- ✓ Email marketing
- ✓ Marketing planning
- ✓ Pay-per-click advertising
- ✓ Brand strategy
- ✓ Budget management
- ✓ Website design
- ✓ Using Artificial intelligence
- ✓ Offline marketing channels
- ✓ Ethical and sustainable marketing



Watch JGA's Advanced Practitioner, Scott Goodacre, as he provides an overview of this apprenticeship and what it has to offer.

**74%**

of employers said apprenticeships helped them improve the quality of their product or service\*

\*Ref: apprenticeships.gov.uk



## Photographer Apprenticeship (Level 4) including forensic photography



### Photographer Apprenticeship (Level 4) including forensic photography

This apprenticeship focuses not only on the knowledge a Photographer needs in order to be competent, but also on the key skills and behaviours such as developing a strong work ethic, being adaptable, honest and able to plan, organise and communicate.

#### This 18-month apprenticeship develops knowledge, skills and behaviours in:

- ✓ How to use a professional digital SLR and full frame camera
- ✓ Introduction to lighting
- ✓ Using light sources to create an image
- ✓ How to use studio lighting as a professional
- ✓ Business and working with clients
- ✓ Legal requirements
- ✓ Photoshop and retouching
- ✓ Adobe Lightroom
- ✓ Video techniques
- ✓ Photography associations and AI
- ✓ Business and industry knowhow
- ✓ Drones and metadata

The course is suitable for all types of photography from product to forensic. Crime scene modules for forensic photographers have been especially developed to meet the needs of police force apprentices.

**80%**

**of companies that have taken on apprentices have seen a significant increase in employee retention**



### PR and Communications Apprenticeship (Level 4)

Effective PR and communications are essential in local authority and blue light organisations. Clear, effective communication and rapid response to crisis management help to build trust with, and educate, the public you serve.

This apprenticeship programme develops proactive, creative and committed communications professionals.

Over 16 months apprentices will develop knowledge, skills and behaviours in:

- ✓ Communication strategy
- ✓ Campaign planning
- ✓ Developing written and digital content
- ✓ Stakeholder analysis and engagement
- ✓ Presenting to internal and external stakeholders
- ✓ Channels and digital tools
- ✓ Environmental, Social and Governance (ESG) and Corporate Social Responsibility (CSR)
- ✓ Reputation management and crisis communications
- ✓ Evaluation of media and communications

Anyone successfully completing the apprenticeship will be eligible to apply for membership of the Public Relations & Communications Association (PRCA).

“

*Workshops are very useful - it helps to build my understanding on the theory of PR and provides me with examples outside of work.”*

**Apprentice,  
Government Communications Service**



**Government  
Communication  
Service**

**88%**

**of Comms  
apprentices  
have achieved  
a distinction**

88% of all PR and Communications Assistant apprentices who passed achieved a distinction grade, as at March 25.

# Industry Experts

Tutors and coaches at JGA are not just teachers. They're senior professionals and thought leaders who bring a wealth of industry experience. They maintain a portfolio of consulting roles alongside of their apprenticeship responsibilities and are driven by the desire to give something back to the profession.



**Sarahjane Baynes**

**Coach**

**PR & Communications**

PR professional with over 24 years of experience in both in-house and agency roles. Owner of a PR agency specialising in fashion, beauty, and lifestyle. EPA assessor for two organisations and coach for various training providers.

*Organisations include:* AIM, New Look, Ted Baker, Eskimo PR, The BrandFan Agency.

Owner: Blonde and Black Publicity



**Annabel Chow**

**Coach**

**Marketing Executive,  
PR & Communications**

Marketing consultant with over 15 years of experience in agency and in-house roles, specialising in marketing strategy, branding, communications, and campaigns.

*Organisations include:* Google, Kew Gardens, The RSA, Interbrand, Victoria and Albert Museum, Amadeus, Evolve Housing+Support.



**Scott Goodacre**

**Tutor**

**Multi-Channel Marketer**

Qualified teacher and seasoned industry professional with a history of holding senior marketing roles.

*Organisations include:* Huddersfield New College, Northern Housing Consortium, Brighton & Hove Albion, Southampton, West Ham United, NHS, The Running Fox, Amazon, RSPCA, Google, Premier League, CIM, Vistra.



**Daniel Gordon**

**Tutor**

**PR & Communications,  
Marketing**

Industry expert with over 20 years of experience in FMCG, IT, professional services, and charity sectors. Qualified to teach in higher education with a Postgraduate Certificate in Academic Practice (FHEA).

*Organisations include:* CIMA, Birmingham Chamber of Commerce, University of Law, Cambridge Professional Academy, Coventry University.



**Drew Lindon**

**Tutor/Coach**

**Policy Officer**

Advocacy professional with over 20 years of experience in the charity and public sectors, leading policy and campaigns projects on a wide range of causes. Experienced in building cross-sector alliances, stakeholder engagement, and movement-building.

*Organisations include:* Prostate Cancer UK, Parkinson's UK, million+, Homeless Link, Carers Trust.



**Catherine Baker**

**Tutor/Coach**

**Policy Officer**

Charity leader with extensive senior management and policy experience across learning disability, mental health, education, and environmental sectors in both statutory and voluntary settings. Skilled in policy development, advocacy, and strategic transformation in health and social care.

*Organisations include:* Department of Health, National Trust, Historic Houses Association, local government, Haygrove Community Gardens Charity.

# Industry Experts

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**Carolina Cullington**  
**Tutor/Coach**  
**Systems Thinking**

Expert in facilitating complex decision-making and strategy-defining moments through Systems Thinking and problem discovery. Specialises in simplifying complex Systems and Agile concepts into practical, actionable tools for real-world challenges.

*Organisations include:* BP, University of Essex, Elastacloud, Awaken Intelligence, Intelligent Industries, Guided Systems Solutions, 13 Times, TangentC Limited Consulting.



**Sumita Kunashakaran**  
**Tutor & Coach**  
**Service Designer**

Independent consultant and DEIA advocate with extensive experience in universal and service design, guiding organisations toward inclusive practices through cultural diversity and innovative policy implementation.

*Organisations include:* Inclusive Creation AS, Love Frankie, The Disabled People's Association.



**Derek Lumb**  
**Tutor**  
**Digital Community Manager**

Tutor and independent marketing consultant with a background in leading global social media teams. Skilled in digital and social media strategy. Derek supports UK-based and international companies across a variety of sectors including utilities, education, and healthcare.

*Organisations include:* E.ON, Bupa Global, Slimming World.



**Anthony Milner**  
**Tutor & Coach**  
**Photography, Content Creator, Marketing**

Professional with a dual focus on photography and marketing, bringing a unique blend of creative and strategic expertise.

Work featured in international magazines including: Vogue, Grazia, House & Garden, Interior Exterior, Home and Renovation.

*Organisations include:* Mexx, Ministry of Defence, McDonald's, Tesco, Aston Martin.



**Ian Morton**  
**Coach**  
**PR & Communications**

Experienced PR campaigner, coach, and facilitator with 20 years of communications experience in agency, in-house, and consultancy roles, and nearly 10 years as a coach and workshop facilitator.

*Organisations include:* United World Colleges, Stagertext, Universities UK, The Big Issue, University of Oxford, University of Reading.



**Kim Watts**  
**Tutor**  
**Marketing Manager**

Tutor with a background in B2B strategic marketing for high-tech engineering and motorsport. Director of Teaching for Online MSc Programmes at the University of Bath.

*Organisations include:* The University of Bath, Viper Innovations, The Bloodhound SSC Project, The University of the West of England, The Worshipful Company of Marketors.

## Frequently Asked Questions

### Who can be an apprentice?

Apprenticeships provide a great opportunity to invigorate your workforce with fresh talent or to upskill your current employees with relevant training.

- Apprentices can be any age and may be graduates.
- To be eligible they must be aged 16+ and have achieved, or be no more than one level away from, maths and English GCSE grades A\*-C/9-4, or equivalent.
- They must work predominantly in England

### What is the course format?

Each apprenticeship typically consists of monthly seminars in small groups, one-to-one coaching sessions via Teams, online study materials and project work.

### What is the time commitment?

Employers need to allow around 20% of the learner's contracted hours for training, learning and project work.

### How are apprentices assessed?

At the end of their apprenticeship learners complete an end point assessment. This typically includes a project, presentation and interview with an assessor, providing an opportunity for the learner to showcase the knowledge, skills and behaviours they have developed over the course of their apprenticeship.

### What is the cost of training?

Apprenticeship training is free to levy payers and the Government provides 95% funding for smaller organisations, 100% if the apprentice is aged 16-21.

 **Learn more about government funding**  
[www.jga-group.com/employers/employer-guide-to-apprenticeships/#funding](http://www.jga-group.com/employers/employer-guide-to-apprenticeships/#funding)

### Unsure about how to get started?

Contact us today:  
[sales@jga-group.co.uk](mailto:sales@jga-group.co.uk)  
 020 8426 2666

## Funding

### How does the Government funding work?

The Government covers the majority if not all of the cost of training the apprentice. Government funding is available for anyone on an apprenticeship scheme.

**It is not just for new employees, it can also be used to enhance the skills of your existing team.**

This not only allows staff members to reach the next stage of their career development in a cost-effective way, but it also builds loyalty to the organisation and helps to make your team members feel wanted and supported.

### To receive government funding for the scheme

Apprentices must work a minimum of 30 hours per week (minimum of six hours a week needs to be study time). They must have a contract of employment that covers the duration of the apprenticeship.



### **Get in touch**

Upskill your people with apprenticeships – an effective way to grow and develop members of your team whilst improving retention and motivation. For guidance and support on any aspect of apprenticeships (including funding) contact us today:

**[sales@jga-group.co.uk](mailto:sales@jga-group.co.uk)**

**020 8426 2666**