



APPRENTICESHIP
CHAMPION NETWORK

APPRENTICESHIP SUCCESS STORY CASE STUDY TEMPLATE

A guide to help employers share impactful apprenticeship success stories in a structured format.



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INTRODUCTION

This case study template is designed to help employers share the benefits of apprenticeships by showcasing their success stories in a clear and practical way. Whether you've used apprenticeships to fill skills gaps, develop talent, or support career progression, this guide provides a simple structure to tell your story. By using this template, you can highlight the positive impact apprenticeships have had on your organisation and inspire others to consider how they might benefit from investing in apprenticeships. It's an opportunity to promote the value of apprenticeships and celebrate the successes they bring. We've included some templates and layout ideas to help elevate your apprenticeship showcases.

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OVERVIEW CASE STUDY

Apprenticeship Programme:

[Insert the name of the apprenticeship standard, e.g., Print Technician, Lean Manufacturing, etc.]

Industry/Field:

[E.g., Printing, Manufacturing, Business Administration]

Number of Apprentices:

[Insert number]

Location:

[Insert location]

ABOUT THE ORGANISATION

Who We Are

Briefly describe the organisation, including size, industry, and what makes it unique.

Example:

"[Organisation Name] is a leading [industry/sector] business specialising in [specific area]. With [X years] of experience, we pride ourselves on innovation and excellence."

WHY WE CHOSE APPRENTICESHIPS

Challenge or Opportunity:

Describe the reason for investing in apprenticeships. Was it to address skills gaps, grow future talent, or improve employee retention?

Example:

"Our business was facing a skills gap in [specific area], and we saw apprenticeships as the perfect solution to upskill and develop a strong talent pipeline."

THE JOURNEY

How We Implemented the Programme:

Outline how apprenticeships were introduced in the organisation, including partnerships (e.g., with BPIF Training) and any tailored elements of the programme.

Example:

“We partnered with BPIF Training to deliver customised programmes such as [apprenticeship standard]. With their support, we tailored the training to align with our business goals.”

Support Provided:

Highlight mentoring, on-the-job training, or resources provided to apprentices.

RESULTS AND IMPACT

Key Outcomes:

Quantify achievements if possible, such as:

- ♦ Increased Productivity: [Insert % or examples]
- ♦ Employee Retention: [Insert % improvement]
- ♦ Career Progression: [Number of apprentices moving into full-time roles]

Example:

“Over 80% of our apprentices progressed into senior roles, and the programme boosted productivity in our [specific department] by 20%.”

Personal Impact:

Share a story of an apprentice who thrived.

Example:

“[Apprentice Name] joined as a [role] apprentice and has since become a [position]. Their journey demonstrates the value of apprenticeships in career development.”

TESTIMONIAL

From the Organisation:

Share a quote from a senior leader about the programme's success.

Example:

"Apprenticeships have transformed our workforce, bringing fresh energy and innovation to the business. They are a key part of our long-term strategy." – [Name], [Position]

From the Apprentice:

Include a quote from an apprentice reflecting on their experience.

Example:

"My apprenticeship gave me the confidence and skills to succeed. I'm excited about my future in [industry]." – [Apprentice Name]

LESSONS LEARNED AND NEXT STEPS

Key Takeaways:

Summarise any lessons from running the apprenticeship programme, such as best practices or challenges overcome.

Example:

"We learned that mentoring is crucial for apprentice success. By providing structured support, we ensured apprentices thrived in their roles."

Future Plans:

Outline your plans for expanding or continuing the apprenticeship programme.

VISUALS

Include:

- ♦ High-quality photos of apprentices at work.
 - ♦ Charts or infographics showing impact metrics.
 - ♦ Logos of the organisation and any partners.
-

CONTACT INFORMATION

Encourage others to get in touch to learn more.

- ◆ Contact Name: [Insert name]
 - ◆ Email: [Insert email]
 - ◆ Phone: [Insert phone number]
 - ◆ Website: [Insert website link]
-

CALL TO ACTION

Finish with an inspiring message to encourage other organisations to invest in apprenticeships.

Example:

“Apprenticeships are the key to developing future leaders. Join us in nurturing the next generation of skilled professionals!”

TIPS FOR POSTING ONLINE

1

LEVERAGE THE HASHTAGS:

Always include #NAW2025 and #BPIFChampion in your posts to connect with the wider NAW audience.

2

ENGAGE YOUR AUDIENCE

Encourage apprentices, colleagues, and attendees to post on social media, tagging your organisation and using the event hashtags.

3

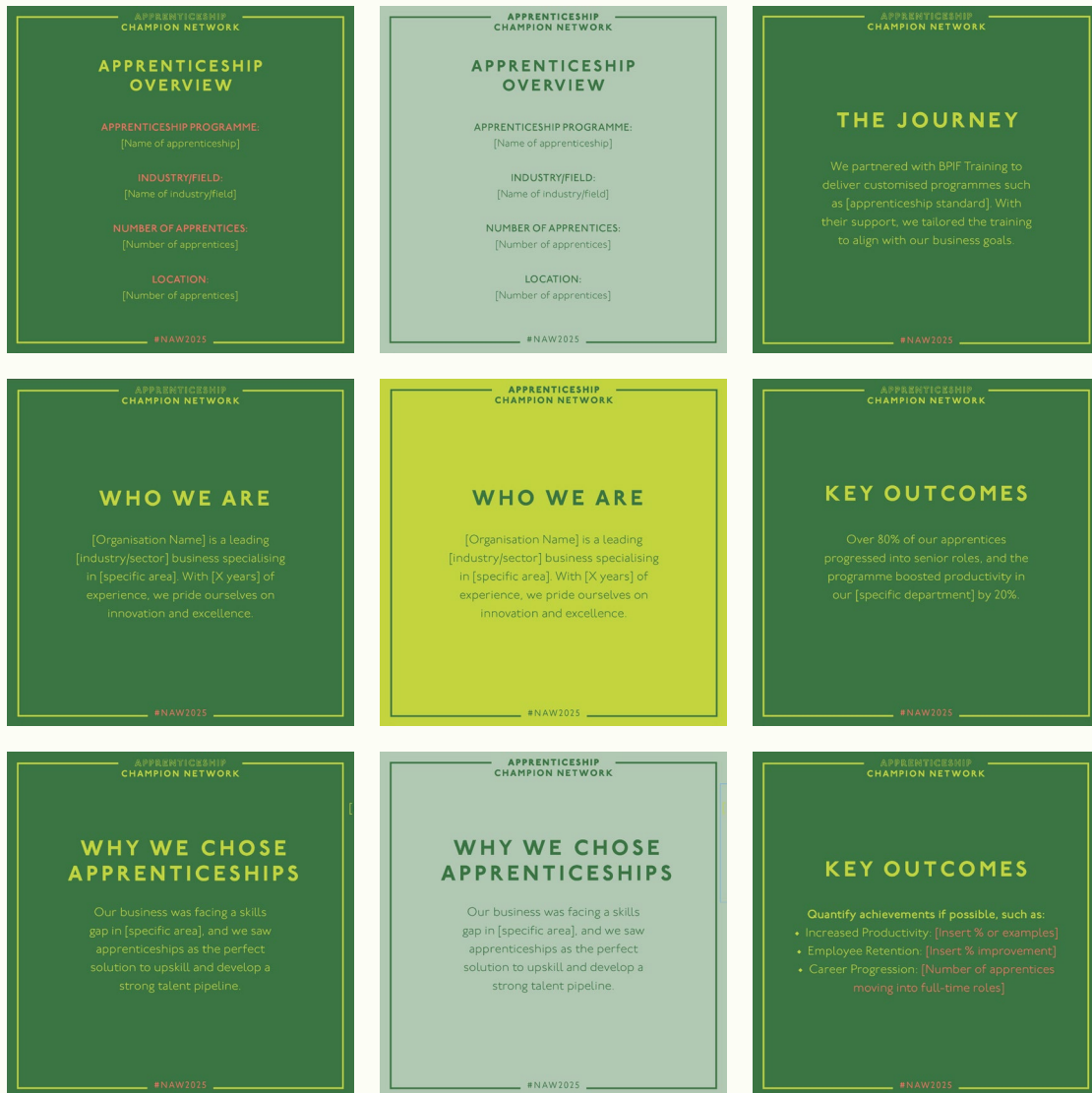
TRACK IMPACT

Monitor engagement metrics such as likes, shares, and hashtag mentions to measure the success of your campaign.

TEMPLATES

Following this page is our example pack containing a variety of case study templates. These can be used on social media, on your website or in an email blast.

Instructions: Open template document in Adobe Acrobat or Adobe Express > edit PDF > then change any text outlined in [brackets]. Click 'organise pages' to delete any content you don't need from this document, then save as a JPEG or PDF on your system.



MORE INFORMATION

For additional resources or guidance, please contact our team at training@bpif.org.uk or call us on 01676 526 060.



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APPRENTICESHIP OVERVIEW

APPRENTICESHIP PROGRAMME:

[Name of apprenticeship]

INDUSTRY/FIELD:

[Name of industry/field]

NUMBER OF APPRENTICES:

[Number of apprentices]

LOCATION:

[Number of apprentices]

WHO WE ARE

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PERSONAL IMPACT

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– [Name], [Position]

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