

babington

unlocking potential
delivering personalisation
enhancing performance

Apprenticeships, learning, and talent
solutions for the modern workplace.



unlocking potential
delivering personalisation
enhancing performance



Contents

About Babington	4
What we do	6
How we help: Services	12
Our Approach	14
Apprenticeships	16
Professional Qualifications	20
Free Adult Learning & Employability	22
Sector Work Academy Programmes	24
Digital Skills Bootcamps	26
Traineeships	28
Learning Services	30
Specialisms	32
Key Partnerships	34
With you every step of the way	36
Developing better futures	38

About Babington

Babington exists to develop better futures: for organisations, individuals, and society.

We help organisations solve challenges around talent acquisition, upskilling, and reskilling to support growth and drive performance. We help individuals develop skills and realise their dream careers – from entry level all the way up to the top of their profession.

By unlocking potential and creating opportunity for people to be their best, we in turn help industry and society meet the challenges of today and tomorrow head on – using skills as a means to support rewarding careers, champion social inclusion and diversity of thought, and drive meaningful performance outcomes.

Our clients include:



40

Over forty years' experience delivering high-impact learning programmes

93%

Learner rating across key learning programme workshops

2

Ofsted grade 2 provider with outstanding features in multiple areas

9000

Learners currently on programme across all specialisms

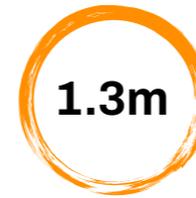
90

Over ninety learning programmes to choose from across nine key specialisms

What we do

With a unique breadth and depth of offering, Babington helps solve some of the most significant talent and skills challenges.

Through our expertise in funded learning – from apprenticeships to pre-employment programmes – and wide range of professional qualifications and advisory services, **we can help support both businesses and individuals** in a rounded, personalised, and highly effective way.



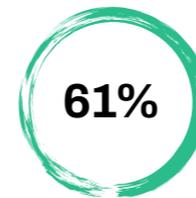
The number of unfilled job vacancies in the UK at the start of this year – part of a global problem set to hit a record cost of £6.5Tn by 2030 as businesses struggle to find the right talent.



Executives believe that either half, or more than half, of their workforce needs upskilling or replacing in the next five years, showing the scale of the reskilling challenge.



The average outperformance of companies in the top quartile for ethnic and gender diversity versus their industry peers – further highlighting the practical benefits of diverse talent.



Three in five working adults state that they do not feel equipped with the skills they will need over the next five years – consistent with the views of their employers.



The average debt for a university graduate before entering the workplace. On top of this, individuals will now make an average of 12 career changes in a working lifetime, meaning a constant need to reskill rather than relying solely on higher education.

For organisations

We'll help you find and develop the talent you need to succeed.

We take your 'people problems', connect the dots, and find a solution or blend that's right for you – contextualising and tailoring our approach to meet your needs, and helping you deliver 'more for less' by accessing funding routes:



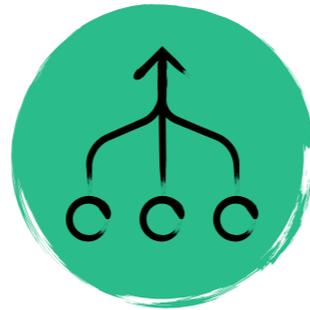
Find

Find, attract, and hire the best talent. We connect organisations with diverse entry level talent - recruiting on your behalf and working with you to build talent pipelines of suitably qualified and skilled employees to drive your performance agenda.



Develop

Develop and upskill your workforce. With a direct link between skills and performance, our learning programmes address both professional, technical, and 'power' skills to develop rounded, competent, and confident individuals.



Optimise

Optimise your corporate learning and skills initiatives. We can help ensure that your learning and development is really working for you. We support organisations with: strategy and advisory; learning analytics; managed service; and 'bridging the gap'.

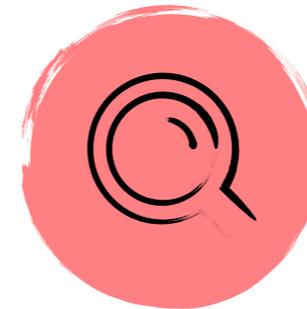




For individuals

We'll help you take control of your future.

Babington can help you supercharge your career – whether that's gaining the right skills to get into work; upskilling in your current role; or changing your career completely.



Find

Find your next career opportunity. Each year, we help thousands of people prepare for their futures and find exciting career opportunities with some of the UK's leading organisations.

We're here every step of the way to guide individuals to a role and path that's right for them – whether that's an apprenticeship, traineeship, or Sector Work Academy Programme (SWAP).



Develop

Develop your skills and progress your career. We also help individuals build the skills and knowledge they need to get ahead in their careers.

Our apprenticeships and professional qualifications support career development, progression, and upskilling all the way to senior level. As well as globally recognised qualifications, we also offer access to peer and mentor communities.

How we help

Depending on the nature of your specific needs, Babington can support your skills development across a wide range of services – all underpinned by technology, data, and deep learning expertise.

From market-leading content to expert coaches, blended delivery, and the very latest learning design thinking, all our services are designed to help you perform at your very best. We believe in treating learners and candidates as individuals, and building confidence, self-awareness, and critical thinking alongside core professional skills.

See what we have to offer:

Apprenticeships →

Professional Qualifications →

Free Adult Learning & Employability →

Sector Work Academy Programmes →

Digital Skills Bootcamps →

Traineeships →

Learning Services & Advisory →

We believe in lifelong learning. As such, we're proud to offer learning pathways from entry level all the way up to senior and executive level programmes:

Babington learning programmes offer industry-recognised qualifications starting at GCSE-equivalent level, and building to Bachelors and Masters degree level – supporting clear career paths across a number of key professions.



Starting your career
Level 1 & 2

Programmes for those just starting out in their career or looking to gain foundational workplace skills.



Progressing in work
Level 3-5

Programmes for those looking to take the next step in their career and build on existing skills.



Experienced in work
Level 6 & 7

Programmes for experienced professionals at a senior level in their career.

Find out more about available programmes and levels at babington.co.uk



Our Approach

Our offerings uniquely combine to create compelling transformational capability supporting skills and people development – as well as helping source and develop the next generation of talent. We're not like other providers, and here's why:

As an organisation made up of leaders and practitioners who have worked in large, complex businesses and experienced many of the challenges we solve first hand, Babington is uniquely placed to help you navigate your skills and talent challenges, bridge the gap between funded learning and wider organisational talent strategy, and plot a path to genuine performance improvement.



Personalisation

One size does not fit all.

Our learning is adaptive and treats learners as individuals.



Pathways

We believe in lifelong learning and are proud to offer learning routes from entry level to executive.



Contextualisation

We can adapt and tailor learning content to be highly relevant to your industry or business.



Sustainability

Sustainability is a core theme in everything we do, from our own operation, to your learning.



Partnerships

We're proud to have the best minds in the business as part of our exclusive partner network.

Learning philosophy

All Babington learning and skills programmes follow the same core principles:

- 1. Education:** Ensuring the foundational elements are in place to support professional skills development. Our learning starts with the right education.
- 2. Exposure:** We then help grow an understanding of how theory plays out in the real world. Learners are exposed to relevant, real situations.
- 3. Experience:** Excel and exceed beyond a great technical expertise as learners develop into rounded, confident individuals through real practise.

Explore our Learning Philosophy and Design Principles →

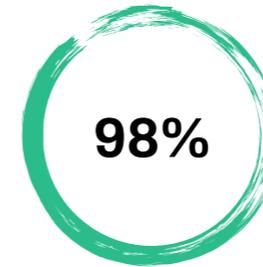
Apprenticeships

Apprenticeships are an effective way to both attract new talent to your organisation, and upskill existing colleagues.

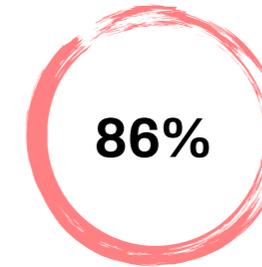
They can help individuals kickstart a career in their chosen profession, or develop new skills and capabilities all the way up to senior and executive roles.

Blending learning with on-the-job experience, apprenticeships deliver value from day one by helping to attract and retain talent, developing the right skills, and growing sustainable talent pipelines.

As an organisation, if your annual wage bill is over £3m, you'll already be paying the apprenticeship levy*. With increasing pressures to do more, do it faster, and often do it with less, organisations need to rethink their talent acquisition and development strategies. Utilising the levy to fund reskilling and upskilling is a smart way to do 'more for less' with increasingly stretched L&D budgets, and the need to reskill and upskill at scale to support organisational growth. As an individual, they're also a great way to get started or get ahead in your career, and earn while you learn.



Businesses currently employing apprentices experienced significant benefits, including 'addressing skills shortages' and 'providing value for money'.



The **employment rate for those holding an apprenticeship qualification** has been 10% higher than the wider labour market 2017–2020.



Yet up to one billion pounds in levy funds expired unspent last year and was returned to the Treasury.

*We also work with SMEs to help them understand their funding options.

TYPICAL FORMAT

Typically, an apprenticeship programme will last anywhere between **18 and 36 months**. This will vary depending on the level of the apprenticeship, and the subject area.

All programmes are delivered through a blend of our digital learning and face-to-face classroom-style sessions, and leverage the principles of education, experience, and exposure to develop technically competent and well-rounded professionals. **Our core learning stages follow a three-plus-one format:**

- 1. Build a foundation:** Get to grips with the basics of your chosen skill area. This stage will normally cover core regulation and theory – giving you the right foundational knowledge.
- 2. Deepen understanding:** Apply your knowledge and develop a deeper understanding of the practical application of your skills against key scenarios and tasks.
- 3. Excel and exceed:** Supercharge your learning with adjacent and ‘power skills’, helping you think critically, understand your own learning and leadership style, and build deep competence and confidence.
- 4. End point assessment:** The final stage of every programme sees learners pass through an assessment gateway before achieving their qualification.

WHO THEY ARE SUITABLE FOR?

Apprenticeships are suitable for:

- ✓ Organisations of all sizes looking to attract **diverse entry level talent**, or **upskill** and **reskill** existing colleagues
- ✓ Individuals at all stages of their career – from **entry level to senior professionals** – who are over 18 and are UK residents
- ✓ Organisations and individuals based in **England or Scotland** – besides delivering programmes in England, we also deliver Scottish **SVQ and SCQF standards**
- ✓ Those looking to develop skills in any of our **key specialisms**

Explore our full portfolio of Apprenticeships and FAQs.

Each apprentice will benefit from a **dedicated skills coach and 1:1 learning sessions** throughout the duration of the programme. Depending on the standard, they will also have access to masterclasses from top industry SMEs; 1:1 sessions with a **‘buddy’ or active practitioner**; and membership to the UK’s largest **peer community of apprentices**.

Organisations will also have a dedicated Account Manager, and – depending on the scale of service – an Operational Business Partner who will lead on MI, reporting, and operational effectiveness.

Explore Apprenticeships



Professional Qualifications

Besides funded learning options, we also offer a wide range of highly effective short courses and professional qualifications – available to buy and complete whenever and wherever it suits you.

Whether you are an organisation looking to develop skills at scale, or an individual looking to take the next step in your career, professional qualifications are a great way to upskill and support Continuous Professional Development (CPD). Using the latest technology, Babington delivers a consistent learner experience; anytime, anywhere, with bite-sized chunks of content available through any digital device – covering a range of topics from Finance and Accounting, to Digital and Leadership. Certifications range from AAT to PRINCE2, and CompTIA to CMI.

87%

The proportion of working adults that cite opportunities for **upskilling and development as highly important** to them.

61%

Three in five working adults state that they **do not feel equipped with the skills they will need** over the next five years, showing a clear need for upskilling.

30+

Over thirty **professional qualifications, short courses, and certifications available** to buy and start today.

WHO THEY ARE SUITABLE FOR?

Professional qualifications are suitable for:

- ✓ **Both individuals and organisations** – our courses can be funded by individuals looking to upskill themselves, or by businesses on behalf of their people
- ✓ **Standalone skills development**, or as part of a wider programme to compliment other learning interventions
- ✓ **Those who may have started a certification previously** and now wish to complete their exam or gain their certification

TYPICAL FORMAT

Programmes range from certification-only, to several months in duration and are delivered through a mixture of e-learning, online workshops, and self-directed study.

- ✓ Digital catalogue, purchase, and enrolment
- ✓ Access to the Babington virtual learning platform
- ✓ Dedicated tutor and technical support
- ✓ Assistive technology and alternative access available if required
- ✓ Wide range of programmes available

Make your learning a priority.

CPD ensures your capabilities keep pace with the current standards of others in the same field, and ensures that you maintain and enhance the knowledge and skills needed to deliver a professional service to customers, clients, and the community.

[Explore Professional Qualifications](#) →

Free Adult Learning & Employability

We are pleased to offer free adult learning and employability courses as part of our service portfolio.

These programmes are online e-learning courses that are specifically designed to help adults gain the skills they need to either get into work, or get back into work – particularly those who do not have 5 GCSEs with grades A–C (or equivalent.)

All courses are at level 1 or level 2, and cover a range of topics from customer service and administration to digital skills and foundational leadership and management. We also offer entry level warehousing and logistics programmes, as well as maths and English.



Over two million adults (~4%) are currently **unemployed in the UK.**



The proportion of **students achieving GCSE** in grades A–C (or 4–9) in 2021.



Babington offers over twenty **learning programmes** with zero cost to learners or employers.

WHO THEY ARE SUITABLE FOR?

Adult learning courses are suitable for:

- ✓ Individuals wanting to gain **foundational or basic skills**
- ✓ UK residents who are either **unemployed or in employment**
- ✓ Adults **over the age of 19** and have access to their own working IT equipment and internet connection
- ✓ Organisations wanting to offer foundational learning to entry level or junior employees
- ✓ Individuals who apply must pass an initial assessment to be accepted onto some of these programmes; if candidates do not pass, they may be directed to an alternative course

Due to the nature of the funding for these programmes, some geographic restrictions apply. For more information, please refer to the Babington website or contact us directly.

TYPICAL FORMAT

- ✓ Free online learning
- ✓ Virtual delivery with self-study and online resources
- ✓ 1–16-week programme duration depending on standard
- ✓ NCFE certificate issued upon completion

Find out more about Free Adult Education programmes.

We also help people improve their pre-employment skills such as CV writing and interview techniques through:

[Explore Free Adult Learning](#)



Sector Work Academy Programmes

Sector work academy programmes (SWAPs) address a need for entry-level recruitment at pace or at scale within a specific geography.

Blending learning and work experience with recruitment, SWAPs are an effective way for businesses to source and engage local talent for seasonal or volume entry level, back office, or customer service roles.

We work with clients to design short, effective recruitment and training initiatives to bring the right people in to their talent pipelines; simultaneously upskilling and educating candidates about the business; and working to place them where they are needed most through a structured application and interview process.



TYPICAL FORMAT

SWAPs typically last 2–6 weeks, depending on client requirements.

- 1. Requirements and programme design:** We work together to understand client requirements and design an appropriate SWAP programme.
- 2. Candidate engagement:** Babington undertakes local outreach to engage potential candidates and secure their attendance on the programme.
- 3. Programme delivery:** We deliver the learning programme over the agreed time period.
- 4. Client interviews and recruitment:** All candidates receive a qualification and certificate at the end of the programme, and will be offered the opportunity to interview for available roles. The SWAP concludes with client appointment of successful candidates.

WHO THEY ARE SUITABLE FOR?

Sector Work Academy Programmes are suitable for:

- ✓ Organisations looking to meet surge or seasonal volume requirements in entry-level customer-facing roles
- ✓ Businesses with specific, geographic talent requirements looking to build local talent pipelines
- ✓ Organisations supporting social mobility and helping get people into work
- ✓ Individuals over 19 years of age in appropriate geographies looking to improve their employability with CV writing and interview skills development, and wishing to pursue a relevant career

Find out more about SWAPs.

SWAPs can be run as one-off interventions, or planned as part of a regular, wider recruitment strategy. As these are government funded initiatives, there is no cost to organisations provided candidates are given the opportunity to interview for relevant roles at the end of the programme.

[Explore Sector Work Academy Programmes →](#)

Digital Skills Bootcamps

Digital skills come in all shapes and sizes. Besides offering a range of apprenticeship and professional qualification routes across digital, data, and I.T., Babington offers two specialist 'Digital Skills Bootcamps' as part of the government's *Lifetime Skills Guarantee* and *Plan for Jobs* initiatives.

Bootcamps are twelve-week intensive skilling programmes designed to help both individuals and employers develop specific skills for working digitally in the workplace, supporting job retention and productivity. They are much shorter than other skills development programmes, and are specifically designed to help employees gain key data and digital skills, even when they are not in a data or technical role.

**PLAN FOR
JOBS**

WHO THEY ARE SUITABLE FOR?

Digital Skills Bootcamps are suitable for:

- ✓ **Employed and unemployed learners** aged 19+ in the UK
- ✓ **Those who need to reskill** to meet the current economic demands of a digitally changing environment
- ✓ **Team members that are required to become data literate in their role**, helping them understand and use data in making actionable insights
- ✓ Organisations experiencing significant changes in resources or undertaking **digital transformation** at scale
- ✓ Individuals with an interest in data analysis or digital leadership, or looking to **gain entry to a relevant career path**

TYPICAL FORMAT

Covering either **Data Analysis** or **Digital Leadership**, bootcamps offer a level 3 learning experience and certificate, are twelve weeks in duration, and typically require between 8–12 learning hours per week, inclusive of self-study time.

Find out more about Digital Skills Bootcamps.

Employers wishing to access Skills Bootcamps will need to contribute 30% of the costs with the remainder being fully funded.

Programmes are free for learners.

[Explore Digital Skills Bootcamps](#) →

Traineeships

Traineeships are a combination of study and work experience, designed to give 16–24-year-olds the foundation they need to start their career by offering an insight into a variety of industries.

“When I started the course, I didn’t have a lot of faith in myself, but through [Babington’s] tutoring I’ve found that I have a lot to offer as an employee to any company and I have now secured a job. I can’t thank you enough for your help with my interview techniques and professional advice.”

Andy
Traineeship Learner

TYPICAL FORMAT

Traineeships last anywhere from six weeks to one year, depending on the host organisation and specific requirements.

- ✓ Programmes cover employability skills, as well as one of several pathways aligned to the trainee’s work placement
- ✓ Employability skills include: Maths and English; Preparing for work; Applications and CV preparation; Receiving and actioning feedback
- ✓ Pathways are **tailored to fit specific organisations and sectors, as well as supporting a defined career**. Modules may include: Accounting, Customer Service, Digital skills, Leadership
- ✓ Each month, trainees will complete modules at their own pace, online
- ✓ A dedicated tutor is on hand to support and will have a scheduled session with them once a week to offer support and check progress

WHO THEY ARE SUITABLE FOR?

Traineeships are suitable for:

- ✓ UK residents between the age of 16 and 24
- ✓ School leavers wanting to gain experience in a particular workplace or industry before deciding to undertake an apprenticeship
- ✓ Organisations with a strong Employer Value Proposition (EVP) who may choose to employ traineeships as part of their early careers talent strategy to give emerging talent an opportunity to experience their workplace before moving on to another, more permanent, programme

Find out more about Traineeships.

Explore Traineeships



Learning Services

Talent strategy is a hot topic for all businesses. In recent years, organisations have made the link between effective talent and skills initiatives, and wider organisational performance. And yet:

90%

of learning leaders find it challenging or even difficult to demonstrate ROI to the business.

74%

said they did not have a formal L&D performance reporting process, with 60% stating they had no reliable way to measure people performance in their business.

63%

believed the L&D function was not equipped to meet the future needs of the business.

1 in 3

businesses considering apprenticeships cited a lack of understanding of relevant programmes as a significant barrier to adoption, closely followed by lack of clarity around funding routes and time to manage apprentices.

30%

said they had a limited or no understanding of how learners preferred to learn – with learning experience and adoption suffering as a result.

In addition, we know that nearly £2 billion in apprenticeship levy was handed back to the Treasury unspent over the last two years. Despite growing pressures on talent, learning and development budgets, businesses still simply don't seem to be taking full advantage of the funding available to them – or indeed joining the dots between funded learning, and wider L&D. **We want to change that.**

HOW WE CAN HELP

- 1. Advisory:** Our Learning consultants work with clients to identify opportunities around how funded and non-funded learning can support the building of talent pipelines.
- 2. Managed service:** We can take care of the administration and reporting associated with managing the Apprenticeship Levy on your behalf.
- 3. Bespoke design:** We offer full contextualisation of your learning programmes to ensure the content is tailored to your specific needs, reflecting your organisation's objectives and values.
- 4. Data, analytics, and beyond:** We help empower your team to demonstrate robust ROI and performance improvement, as well as providing insight around data strategy and marketing for learning.

Find out more about Learning Services.

Explore Learning Services



Specialisms

All of our services and learning programmes centre around the front and back-office functions that are essential to drive organisational performance – covering a range of specialisms and professions:

Accountancy →

In partnership with Grant Thornton, with standards across ACCA, AAT, CIMA and more.

Financial Services →

In partnership with the Chartered Insurance Institute (CII) and London Institute of Banking and Finance (LIBF).

HR and L&D →

Programmes developed and delivered in partnership with CIPD, Henley Business School, and FranklinCovey.

Leadership & Management →

Accredited by the Chartered Management Institute (CMI).

Digital, Data & IT →

In association with BCS – The Chartered Institute for IT.

Project Management →

Programmes accredited and certified by the Association of Project Managers (APM).

Business Skills &

Customer Service →

Property Services →

In association with Propertymark.

Logistics, Retail & Commerce →

We also work with businesses of all sizes across a wide range of industries. Alongside our hand-picked partner network, this means we are equipped with a deep and working understanding of unique industry contexts, and are able to define an effective service approach as well as tailor programmes to address specific industry problem statements. We serve:



Banking & Insurance



Public Sector



UK Infrastructure



Emerging sectors



Accountancy



Retail



Property

Babington's solutions go the extra mile to deliver the outcomes that matter most to individuals and to industry.

Key Partnerships

We work with the best. Developing great talent is about a lifelong commitment to learning, and that's a vision that's shared by our key partners.



One of the world's leading organisations in Tax, Audit and Advisory practices. Subject matter experts and award-winners for their work in apprenticeships.



Harnessing Artificial Intelligence to power personalisation in learning and adapt to individual learner needs.



Triple-accredited business school and part of the University of Reading, supporting over 7000 students from more than 100 countries.



The Learning and Performance Institute is a global body dedicated to furthering and championing excellence in workplace learning.



The Chartered Institute of Professional Development sets global standards in HR, and has over 160,000 active members globally.



Organisational performance improvement specialists trusted by 90% of Fortune 100 companies.

We are also proud to work with some of the industry's most prestigious accrediting bodies – meaning that the learning content we provide is second to none, and regulated and endorsed by recognised and established leaders in every field:



With you every step of the way

We're proud of the unique breadth and dept of our capability across the entire talent lifecycle, and we can support you across any or all of the key journey points.

1. Identifying skills needs & talent planning

2. Explaining and accessing funding routes

3. Learning or recruitment programme design

4. Candidate find and onboarding

5. Personalisation of learning content

6. Learning programme delivery

7. Account management and MI

8. Ongoing learning and technical support

9. Onward learning pathways and progression

10. Lifelong alumni community membership

Supporting learners

"This was without exception the best example of focused, professional, and high-quality training I have seen in twenty-nine years in the industry. Fascinating, engaging, and worthwhile"

Leadership and Management Level 5 Learner

"I would like to express how pleased I am with Babington. I cannot fault the support and guidance that I have received from my skills coach and other Babington staff"

HR Level 5 learner

"My trainer was excellent, she constantly pushed me to do the best I could and worked with me to help me achieve my result. She also helped my development as a person by giving me advice and going the extra mile to ensure I achieved success"

Insurance Level 3 Learner



Developing better futures

As a purpose-driven organisation, we're all about the 'why'.

Babington is committed to developing better futures: for individuals, organisations, and society. Social mobility, inclusion, diversity of thought, and the empowerment of people through skills are outcomes that we hold close to our hearts as we help businesses and individuals unlock their potential and perform at their very best.

As we strive to deliver our purpose, we're proud to work with like-minded organisations to champion this agenda, and we're looking forward to counting you among that group!

See what it's all about...



55

We believe that people make the difference, and being able to support individuals and organisations helps us all develop a better future for our society as a whole.

55

David Marsh

Chief Executive Officer

Ready to get started?

Get in touch today:
babington.co.uk/contact
0333 323 4050

unlocking potential
delivering personalisation
enhancing performance



CONTACT US

babington.co.uk

info@babington.co.uk

0333 323 4050

babington

