

# NUS APPRENTICE EXTRA CARD

AND THE NATIONAL SOCIETY  
OF APPRENTICES



This visual is for illustrative purposes only; actual card design may vary.



# NUS APPRENTICE EXTRA CARD

## AND THE NATIONAL SOCIETY OF APPRENTICES

Following a successful launch in Parliament, the National Union of Students (NUS) is seeking employer and provider partners to help promote the National Society of Apprentices and Apprentice Card. The Card and Society will become key benefits of an apprenticeship, helping to improve the esteem and value of vocational qualifications in the UK.



## Introduction

Apprenticeships are paid jobs that incorporate on-and-off-the-job training leading to nationally recognised qualifications. Apprentices are an expanding cohort, with an increasingly important role to play in the up-skilling of the British workforce. In 2009-10, there was a total of just under 500,000 apprentices, with more than 279,000 apprenticeship starts in that year – an increase of over 16% on the previous year - and the UK government is committed to seeing these numbers increase further.

Apprenticeships have been put at the top of the coalition government's skills agenda:

“Apprenticeships are at the heart of our skills strategy because they are valued by employers and sought after by learners”.

The government is committed to supporting the growth of apprenticeships, seeing them as a springboard to

“build a skills system where responsibility for quality and investment is shared between Government, employers and learners”.

Acknowledged as learners in one sense, apprentices are currently not accorded the same status, and are therefore not entitled to the associated benefits, as other young people who are in learning such as 6th form and college students and students in higher education. Despite 81% of apprentices falling into the 16-24 age group, with many earning only the minimum apprentice wage, they do not generally have access to typical student benefits such as low cost loans, bank accounts and other discounts.

The concept of a National Society of Apprentices was first mooted by GTA England on its inception in 2009. The idea was to create a body that would lend status and recognition to an important and growing number of young learners, providing them with a profile, a voice and similar benefits to those enjoyed by other groups of learners. Since then, the idea has grown in popularity and has been given government support in the shape of Robert Halfon MP, who has engaged with stakeholders in vocational education, who are also keen to see this happen. There is no doubt that the creation of such an association would facilitate the aim of government to build “the prestige and reputation of the (apprenticeship) programme”.

Robert Halfon launched the following Early Day Motion (EDM) that has attracted cross party support:

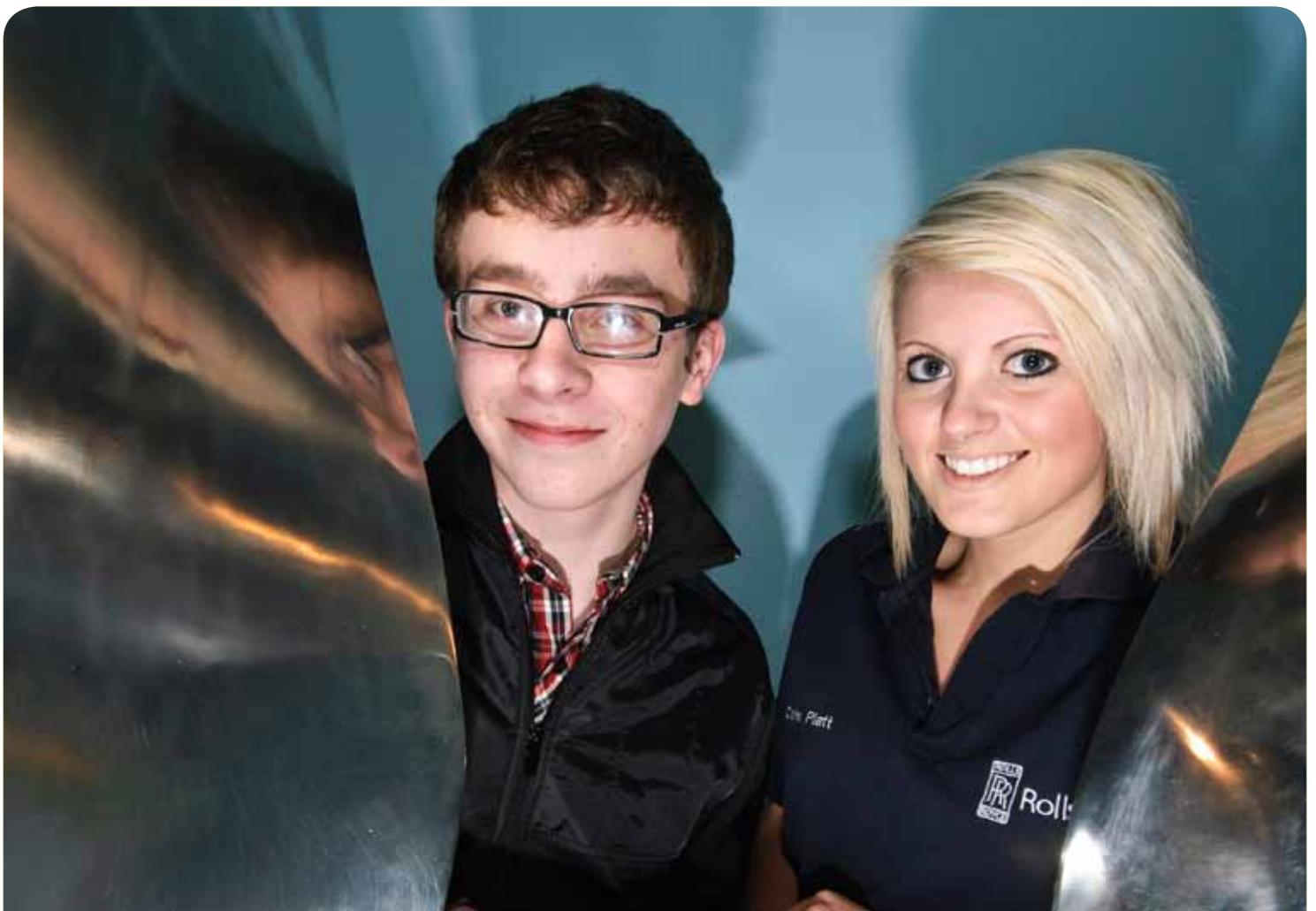
“That this House welcomes the Government’s plans to restore apprenticeships to their former glory; considers that such a change in policy must be supported by a change in culture; believes that this Parliament should create a new golden age of vocational training, where apprenticeships are seen as prestigious and of equal value to a university degree; further believes that a Royal Society of Apprentices, similar to the Law Society or the British Medical Association, should be established to replicate the vibrant social life of universities for students in vocational training; further believes that there should be an annual apprentices day in every local authority, which would build on the already successful Vocational Qualifications Day and act as a formal graduation ceremony for vocational students; and calls on the Government to add its voice in support of these efforts in the coming months and years”.

Over the year there have been a number of meetings of interested parties to discuss the proposal for a National Society of Apprentices. The intention, over time, has been to include;

1. Activity focussed on recruitment and promotion of apprenticeships as a sound educational route.
2. Activity focussed on the student experience “on programme” including welfare aspects.
3. Activity focussed on achievement and celebration (for example, see “graduation ceremonies” in the EDM).

It is clear from meetings that this activity may take time to clarify, establish and fund. However, there is clear shared interest in issue 2 above and this could be facilitated on a much speedier timetable in the short term.





## Views of Apprentices

GTA England have carried out research amongst their providers' apprentices on their views on such a proposal and the following represent some of the views expressed:

- Apprenticeships are perceived as very much a positive career choice rather than a second choice or a fall back option, after failure to get into college or university;
- Being an apprentice is something to be proud of, particularly in being employed and on a clearly defined career path with good prospects;
- Apprenticeships are overwhelmingly seen as progression into other things, including HE, and for some this progression opportunity into HE has been an important consideration;
- Apprentices and apprenticeships are viewed positively by the apprentices themselves, as well as by their employers, their families, careers advisors and teachers etc.
- Apprenticeships appear to be a choice made by young people who have an eye on their long-term prospects and security, rather than short-term gains.

Respondents to the survey would welcome a National Society of Apprentices, and would want it to offer them:

- A way to develop a stronger and better recognised group identity;
- Benefits which would contribute to longer-term security and greater influence such as savings schemes, life assurance and advocacy services;
- Value for money: membership would be cost sensitive to a degree, with the range of benefits offered an important consideration. Up to £20/year seems to be the most acceptable price level.

There appears to be less interest in the association and its potential benefits among the over 25s.



## Formal Aims

As a result of the earlier discussions, the NUS is committed to working with partners to launch a National Society of Apprentices and associated Apprentice Card, with the following aims:

- Providing access to membership benefits and discounts offered to other students and by providing specific benefits to the needs of apprentices;
- Researching the needs, views and experiences of members in relation to their education and in doing so to act as a voice for apprentices;
- Providing other individual and collective benefits, services and activities designed to improve the experience of apprentices.

## Sample Activity

The range and volume of activity envisaged would depend on the volume of income received, but would include:

- Research into the apprentice “experience” for use by government and providers to improve recruitment and success rates;
- Regional and national events allowing apprentices to interact with each other and decision makers;
- Welfare activity such as information on a website, or an advice “hotline”;
- Graduation type activity for those in private training providers.

It is not envisaged that the Society would carry out political activity or individual advocacy.

## Delivering the Project

There are two key elements to the project - a card and individual benefits offer and a governance

infrastructure required to deliver the project. Criteria for success on these include:

- Reducing start up/investment costs to mitigate risk for partners;
- Delivering bespoke benefits package whilst also allowing vocational learners to access benefits, already enjoyed by other learners;
- Positive engagement with partners and supporters interested in developing vocational education whilst not placing any unnecessary brakes on progress;



The National Union of Students, through its commercial development company (NUS Services Limited) and its charity (NUS Charitable Services) will deliver the project on the following basis with the following safeguards.

## Card and Individual Benefits package

In 2006, NUS Services launched NUS Extra, the student lifestyle and discount card. Since its launch, the card had been purchased by 1.5m students, which has enabled NUS to continue to develop the system's technical capabilities, as well as the appeal of the discount programme. In the current academic year, the card has been purchased by over 400,000 students, representing a year on year increase of 17%.

NUS Services is ideally placed, therefore, to develop a membership benefit and discount scheme for vocational learners who elect to join the National Society of Apprentices. This will be based on the existing NUS Extra card but will be distinctly branded and will feature branding for the National Society of Apprentices, plus the branding of any partners. We will ensure a careful balance between the need for an identity distinct from other students and the need to give apprentices access to discounts on offer to all students.

The application process will be online, using a unique URL that links to the sale application for NUS Extra. The National Society of Apprentices pages, however, will be suitably branded.

The sales application can be integrated to partners' websites, or in due course a bespoke website for the National Society of Apprentices. The administration system that sits behind the sales application will enable us to pay out commission to partners, if it is agreed that this is appropriate. At this stage the commitment from NUS Services is to build the sales application to enable the National Society of Apprentices to start marketing and selling member benefit/discount cards.

The discounts available to members of the National Society of Apprentices will be broadly similar to those for NUS Extra card holders, with a number of individual partners selected for their relevance to the market:

- Financial and insurance products;
- Healthcare providers;
- Technical equipment/materials suppliers (e.g. Screwfix, builders merchants, workwear suppliers).

# DISCOUNT OVERVIEW

In addition to the above, NUS Services will also offer a customer service provision to cardholders, in the event of them having difficulty with the card or the discounts available. This would be run from our existing Customer Service centre based in Macclesfield, with a dedicated Team Leader assigned to the National Society of Apprentices scheme.



## BOOKS & STATIONERY

Amazon

### Offer

5% off books, music, DVDs, shoes, accessories, jewellery, watches and sports, leisure equipment & clothing

### How to redeem

Unique code

Britannica

Free trial and 40% discount

Code

Staples

10% off instore

Show card

KoodibookK

15% off all photo books

Card number

Cartridge King

75p off Your First Order

Code

Rymans

12.5% discount instore & online

Card number/Show card

The Ink Team

Save 10% online

Code

## COMPUTER SOFTWARE

Adobe

### Offer

10% off already discounted student and teacher prices of the Adobe Creative Suite packages

### How to redeem

Unique Link

Microsoft Dreamspark (ISIC)

Access Software and E-Learning Programmes for Free

Card number

Want To Learn IT

Get a 12% discount off all IT training courses at wanttolearnit.com

Code

Yoopla

Create your own website for just £29.99 (£20 saving!)

Code

## EVERYDAY SHOPPING

Bunches.co.uk

### Offer

10% discount over phone and online

### How to redeem

Code

Johnson Cleaners

Save up to 20%

Show card

Littlewoods Clearance

10% online and instore

Code/Show card

## FASHION

Accessorize

### Offer

10% off instore and online

### How to redeem

Show card/ code

Ally Capellino

12% off online and instore

Code/Show card

animal.co.uk

10% off online

Code

ASOS

10% off online

Card number

Austin Reed

15% off instore

Show card

Ben Sherman

10% off instore

Show card

Bench

15% off online and instore

Show card/ card number

Blue Inc

10% off instore

Show card

Coast

10% off online and instore

Code/Show card

Firetrap

15% off online

Code

Gio Goi

10% off online

Code

Girl Meets Dress

10% off online

Code

Greenwoods Menswear

15% off online and instore

Code/show card

HL Jeans Co

15% off online

Code

Hot Topic

15% discount online

Code

Jane Shilton

10% off online and instore

Card number/Show card

Javari

5% off at Javari.co.uk

Unique code

Joe Brown's

12% off online

Code

## FASHION (CONT.)

La Senza	10% off instore
Lipsy.co.uk	10% off online and instore
Matalan.co.uk	10% off online and instore
Miss Selfridge	10% off online
Missguided	10% off online
Mulberry Factory Outlets	10% off instore
MyTuxedo.co.uk	15% discount
New Look	10% off instore and online
Oasis	10% off instore and online
Office	10% off instore
Peacocks	10% off online and instore
Savile Row	12% off online
Shudoo	10% off online
Tie Rack	10% off instore and online
Top Shop	10% off online
UrbanExcess.com	10% off online
Warehouse	10% off online and instore
Wombat	20% off online and instore

## FILMS

Odeon	25% off the student price
Odeon	Large combo for the price of a medium
Icon Movies	Various offers and competitions
Cineworld	13 months for the price of 12 on the Cineworld Unlimited Pass

## FOOD AND DRINK

Pizza Hut	20% discount off total food bill when spending + £15
McDonalds	Free Medium Fries with the purchase of a Big Mac or McChicken Sandwich
Meal2Go	10% discount on all first orders
Dominos	25% off when you spend £20 or more online at dominos.co.uk
The Striped Box Company	Get 5% off with NUS Extra Code
Pizza Express	20% off your food bill
Zizzi	25% off your food bill
Sponge.co.uk	10% off all cake orders!

## GAMING

Game	Discount (all online) £4 off £45 - main offer £2 off £20 - fresher's event
Game	Online gaming Code 14 day free trial - main offer 21 day free trial - fresher's event
DBGamez	£1 off everything online
GameGears.co.uk	Up to 25% off games and gaming accessories

## How to redeem

Show card
Code
Code/Show card
Card number
Card number
Show card
Code
Show card / Card number
Show card/Code
Show card
Code/Show card
Code
Code
Code/Show card
Card number
Code
Code/Show card
Code/Show card

## How to redeem

Download voucher from nus.org.uk
Download voucher from nus.org.uk
See nus.org.uk
Code online

## How to redeem

Show card
Show card
Code
Code
Show card
Show card
Card number

## How to redeem

Code
Code
Card number



## GOING GREEN

People Tree  
Bourgeois Boheme  
Surfers Against Sewage  
The Ecologist  
Going Out  
Delta Force Paintball  
Virgin Experience Days  
Ticketmaster  
Fantasy Costumes  
Survival Bushcraft  
Chelsea FC  
Warwick Castle

### Offer

20% off online  
15% discount on ethical fashion  
20% off membership  
1 year subscription for £5  
Offer  
50% off online  
up to 25% off online  
Exclusive savings  
10% off online  
10% off survival courses online  
2 for 1 Chelsea FC Stadium Tour  
Up to 50% off ticket price

### How to redeem

Code  
Code  
Card number  
Code  
How to redeem  
Code  
Unique URL  
Unique URL  
Card number  
Email  
Phone  
Phone and Code

## HEALTH & BEAUTY

Boots and D&A Opticians  
Halfpriceperfumes.co.uk  
Nicky Clarke Salons  
Superdrug  
Vision Express  
MyProtein.com  
The Gym Group  
Bulldog skincare  
Fitness First  
Insurance & Banking  
Students R Us  
Ace-FX  
Endsleigh  
Endsleigh  
Endsleigh

### Offer

Exclusive £5 eye test  
10% off already discounted prices  
40% off instore  
10% off of all purchases  
30% off glasses or contacts  
10% off  
No joining fee  
25% off  
Free 3 day membership for 2 people  
Offer  
20% off tax back services  
Unbeatable foreign exchange rates  
£10 off motor insurance  
Specialist student contents insurance  
Shared student contents insurance

### How to redeem

Voucher  
Code  
Show card  
Show card  
Show card  
Card number  
Card number  
Code  
URL  
How to redeem  
Card number  
Show card  
Card number  
Card number  
Card number

## LOCAL DISCOUNTS

Leeds Metropolitan  
Bournemouth  
Canterbury  
Coventry  
Derby  
Inverness  
Manchester  
Plymouth

### Offer

See [www.nus.org.uk](http://www.nus.org.uk) for further information  
See [www.nus.org.uk](http://www.nus.org.uk) for further information

## MOBILE & BROADBAND

Orange  
  
3  
3  
3  
  
ISICConnect (ISIC)  
Student CallFarLess  
  
BlackBelt Smart Phone Protection

### Offer

Free SIM + £10 credit the first time you top-up by £10  
Save £3 on your monthly bill  
Save 10% on a Galaxy Samsung Mini when you top up £15 on PAYG  
Broadband Save 25% on mobile broadband and MiFi  
Low Cost International Calls  
International phone calls from 3 SIM cards  
Free anti virus, anti spam and anti theft software (usually £19.95 per annum)

### How to redeem

Unique URL  
  
Unique URL/ select stores  
  
Unique URL/select stores  
Unique URL  
  
URL or Phone  
Unique URL  
  
Unique URL and card number



## MOTORING

BSM  
AA

Acclaim Driving  
ATS Euromaster  
Sixt rent a car

### Offer

£2 off per hour  
½ price lessons PLUS free  
startup AA membership  
5 hrs for £55 then £2 off per lesson  
10% off instore  
Up to 25% on car & van  
hire in London

### How to redeem

Phone  
Phone  
Take card to 1st lesson  
Show card  
Show card

## MUSIC

Amazon MP3  
CD Wow

Play.com

### Offer

5% off music downloads  
50p off CDs, £1 off DVDs  
and Games  
5% off online

### How to redeem

Unique Code  
Unique URL  
Last 8 digits of card number

## SPORTS

JJB Sports  
FIFA (ISIC)

### Offer

10% off online & instore  
10% off merchandise Unique URL

### How to redeem

Code/Show card

## SUBSCRIPTIONS

The Independent  
Future Publishing  
IPC Media  
The Economist  
New Statesman

### Offer

£1 per week for 4 weeks  
Up to 40% off subscriptions  
Up to 52% off subscriptions  
£1 per issue  
1 per weekly edition

### How to redeem

Unique URL  
Code  
Code  
Unique URL  
Unique URL

## TECHNOLOGY & GADGETS

Virgin Media  
Apple Education Store (FE & HE)  
Comet  
Dell  
Conrad Electronics  
DAS Student Discount

### Offer

15% off mobile  
Up to 15% discount on Mac products  
Up to 20%  
up to 8% off  
5% off online  
FREE Sky+HD Box and FREE  
installation with every new Sky TV order

### How to redeem

Unique URL  
Unique URL  
Print page and Show card  
Code  
Code  
Phone and code

## TRAVEL

Lowcostholidays.com  
I to I volunteer and adventure travel  
ATOC 16-25 railcard  
EuRail (ISIC)  
Cross Country Trains  
Megabus  
Craghoppers  
Lonely Planet  
Sendmybag.com  
National Express  
Cotswold Outdoor  
TrekAmerica  
I Love Tour (student tour specialists)

### Offer

5% discount  
5% discount  
11% off the cost of a railcard  
two extra days of travel for free  
10% discount  
10% discount  
10% off online  
30% off  
10% off  
25% discount  
10% off online and instore  
5% off  
Exclusive discounts on  
student tour packages

### How to redeem

Code  
Code  
Code  
Show card  
Card number  
Card number  
Code  
Code  
Card number  
Unique URL  
Code and card  
Code  
Unique URL and  
card number

## CASHBACK

NUS Rewards (powered by Quidco)

### Offer

NUS Rewards cashback scheme

### How to redeem

Unique URL

## CAREER SERVICES

LET'S BEGIN  
OfficeCavalry.com

### Offer

Discounts on career training courses  
Free pro membership to  
new freelance website

### How to redeem

Unique URL  
Card number

## ACCOMMODATION

Flatmatch.com

### Offer

premium membership to accommodation  
matching service

### How to redeem

Code



## Financial model

Partners are able to choose between offering the opportunity for their apprentices to purchase the card individually, or bulk purchasing cards for a new cohort of apprentices. A different financial model will apply in that scenario - contact NUS for details.

In the individual model, the selling price of the card would be £11.00 (the same as NUS Extra). The value of this card is in the discounts it offers and the average savings achieved by cardholders is over £500.

The financial model being developed is structured so that NUS Services is able to run this programme effectively and for partners to cover costs, so that funds can be re-invested into the National Society of Apprentices and/or apprenticeship services.

## Governance/Delivery Structure

NUS has recently taken steps to establish a charitable vehicle (NUS Charitable Services Limited) through which it is able to support student focussed projects and services at "arm's length" from its political and campaigning activity. Each of the projects supported through the charity has its income in a restricted fund within the charity and a separate management/steering group structure that involves the partners and funders for that project.

Given the priority attached to the apprentice scheme by NUS, the governance/delivery structure could be supported from core NUS funds to (at least initially) and sit within the NUS Charity as a way of providing a ready made governance/delivery infrastructure without substantial start up costs or risks.

Although the intent is only for the NUS infrastructure to provide a suitable delivery vehicle, this may generate some concerns amongst partners around NUS' agenda in supporting the work. For clarity the following safeguards will apply:

**RESTRICTED FUNDS:** Once the core costs for card sales and commission to promoting partners has been taken into account, revenue would be transferred within the NUS Group to the charity on a restricted fund basis, ensuring that such income cannot be spent elsewhere within NUS;

**MEMBERSHIP:** Although the card product would be a version of the NUS Card, purchase and joining of the NSA would not entail "joining" NUS - cardholders would not become individual members of NUS and as such would not be "unionised" by the scheme;

**GOVERNANCE:** The Board/Steering Group for the project would consist of representatives from NUS, partners and other stakeholders, as well as apprentices. It will approve the initial project plan and all activity carried out under the auspices of the National Society of Apprentices. To allay fears about unionisation, card promoters will be able to veto any activity that was not considered to be in the interests of the Society or that conflicted with their aims. It will be critical to retain and develop political support for the project and so it is envisaged that an MP patron will be appointed;

**DATA:** The use of data collected and generated by card sales would be specifically restricted within the charitable services structure and not (for example) open for NUS to use or sell.



## Key Contacts:

### Getting involved with the Apprentice Card

Sharon Leeson, Head of Commercial Development  
Mark Lambert, Development Executive  
apprenticecard@nussl.co.uk

### National Society of Apprentices

Jim Dickinson, Director of Policy  
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### Political Liaison

Paul Abbott, Researcher to Robert Halfon MP  
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All details correct at date of issue: 1st July 2011

