

Our Mission, Vision & Values

About Arch Apprenticeships' Mission

Businesses and learners can unlock their potential by developing and growing skills in Marketing, Human Resources, Learning & Development, Business and Data Apprenticeships with Arch Apprenticeships

Operating nationally (although focused around our office locations in London and Birmingham), we work with around 800 employers. Predominantly, we support the development of head office staff of large (>1k staff) businesses, particularly those with a London headquarters. We have a strong specialism in the Retail and Professional Services sectors, and a growing client base in data and business analysis.

As an Avado Group company, we help people and businesses through interactive learning experiences. We build capabilities that support real change by offering new skills and mindsets through quality apprenticeships, qualifications, workshops and modules.

Apprenticeship Vision

Our vision is to continue being an industry leading professional academy offering interactive learning experiences for both individuals and businesses. Guided by Avado's core values, Arch Apprenticeships are focused on excellence and aim to elevate apprenticeships to the highest possible levels of attainment.



Connected learning

A combination of proven teaching methods that incorporate online, interactive learning with both a tutor and peer support. Connected learning is a flexible and engaging experience built around the learner.



Learning experiences

Learning has the potential to create experiences that have a lasting impact, both personally and professionally. A learning experience is more than a lesson. It's a fully immersive programme that includes mentoring, interactive online sessions and communication with other students.



Unlocking potential

For some learners, there may be a barrier or block that prevents them from understanding their full potential. Everyone has that potential and the Avado experience helps learners unlock confidence, remove barriers and explore endless future possibilities.



Changing lives

We empower and encourage learners to feel confident and able to put real change into action. Real change can take form in various ways. From a professional point of view, changing lives can mean career progression or even a new role entirely. For those entering the workforce, it can mean the start of a professional journey.

Apprenticeship Values

Our values sit at the core of the Avado Group and help Arch Apprenticeships guide messaging and personality. These values are our business beliefs, what we stand for and how the brand acts both internally and externally.



Accountability

Learning involves an element of responsibility. Every member of the Avado community, from tutor to learner, is in control of their own experience. Connected learning empowers people, but it also involves a level of self-management, determination and focus.



Ambition

Desire and determination are vital elements of connected learning. Our community is dedicated and ambitious - it's these personality traits that Avado unlocks to encourage interaction and enable change.



Care

Avado welcomes everyone to become a part of the learner community and takes responsibility for the staff, students and partners under its watch. Avado has a genuine care for the quality of learning experiences and continually works to support people and businesses in our community.



Empowerment

Knowledge is power and Avado learning experiences provide the skills and the confidence to help learners acquire and use it in a way that brings about real change.



Transparency

Avado values honesty and integrity throughout every part of the learner experience. We are always open and honest with our community about where our learning might take them, which enables them to spot genuine opportunities to improve and grow.

Learning for our Employers

Our ambition is to create real change in organisations, whether they need to boost people's skills, confidence or mindsets. That's where we come in.

We're trusted by over 800 organisations around the world to develop their leaders, teams and individuals to become data literate, drive digital change and accelerate their marketing capabilities. We do this with one goal in mind: to help the organisation succeed.

Learning for Apprentices

We want to empower our learners to take the next steps in their career on their own terms offering learning experiences that enable flexibility to study on desktop, mobile or tablet.

Our qualifications are nationally recognised and accredited by industry-leading organisations.

Diversity and Inclusion

Diversity is a key to success. We believe that upskilling and professional training can help overcome some disadvantages that traditional routes like schools and universities sometimes fail to address. Alternative forms of learning are now more accessible which opens up new career paths. Businesses in all sectors from construction to marketing need to become more aware of inclusivity and embrace diversity.

We consider apprenticeships at every stage of a person's career to be equally valuable and don't agree that apprenticeships are not suited to senior people within a business. We believe apprenticeships are a fantastic way of up-skilling and progressing senior staff who may need to retrain. In fact, there's never been a more important time for new skills at a leadership level.

There should be no barriers to education access, and academic background should be irrelevant. Our learning experiences are personalised and learner-led, driven by the specific needs and requirements of individuals. In most cases, the less traditional education routes can offer more success while also encouraging more diversity at entry.

Quality Assurance

Arch Apprenticeships is dedicated to ensuring that we meet the expectations of the organisations we work with, apprentices we teach, and the regulations and rules set out by Ofsted and ESFA. As such we maintain a robust quality assurance programme which is also externally verified. This ensures we meet these standards and continually strive to improve our services.

Arch Apprentices has achieved the Matrix Accreditation which is the international quality standard for organisations that deliver information, advice and/or guidance (IAG).

The Matrix Standard is the Department for Education's (DfE) standard for ensuring the delivery of high-quality information, advice and guidance. The DfE supports the Matrix Standard as the quality framework for accrediting information, advice and guidance contracts including the National Careers Service, its subcontractors and other services delivered on behalf of the Education Skills Funding Agency. Arch Apprenticeships is rated "Outstanding", by Ofsted and you can view our latest report [here](#).

Arch Apprentices are approved to offer apprenticeship training as a main provider by ESFA and are registered on the Register of apprenticeship training providers (RoATP).



Arch Apprenticeships has also achieved accreditation with the following awarding organisations.

The Chartered Institute of Personnel and Development (CIPD) is a professional association for human resource management. CIPD works in partnership with Avado's People Academy and supports all L&D and HR learning experiences.

BCS, The Chartered Institute for IT, is an accredited body that represents those who work in information technology and computer science. A selection of learning experiences under the Agility Academy is accredited by BCS.

The Computing Technology Industry Association (CompTIA) is a non-profit trade association.

NCFE is a leading provider of educational services and as a not for profit organisation they have a strong heritage in learning and have been at the forefront of technical and vocational education for over 170 years.



Partners

Partners have an exclusive relationship with Avado Group while accrediting companies provide and deliver qualifications. Avado partners include Google and Tableau, which continues to benefit Arch Apprenticeships and the standards being offered.

Tableau produces interactive data visualisation software which is used for business intelligence. The software simplifies raw data and formats information into digestible content like dashboards and worksheets. Combining our expertise in learning design and delivery with Tableau's subject matter expertise, we have created the Data Academy to help to improve data confidence and data literacy.

Avado partners with **Google** to bring you excellence in marketing learning. The award-winning Squared qualification developed by the partnership is taught over a five-month period with support from various high-profile guest speakers. Shorter courses and qualifications also feature as part of the Avado Marketing Academy.



Arch Apprenticeships is also an approved supplier for Apprenticeships for the Crown Commercial Service who is a valuable partner supporting the education and promotion of apprenticeship training. **Crown Commercial Service** supports the public sector to achieve maximum commercial value when procuring common goods and services. In 2018/19, CCS helped the public sector to achieve commercial benefits worth £945m - supporting world-class public services that offer best value for taxpayers.

Crown
Commercial
Service
Supplier