

What are the benefits?

You get more for your money with a bilingual apprentice.

A bilingual apprentice can do everything an English-speaking apprentice can do – and more.

Bilingual apprentices help you develop your bilingual offer. From retail to hospitality to healthcare, many of your customers, clients and service users actively choose bilingual service providers over mono-lingual providers.

If you're an organisation that falls under the Welsh language measure and the Welsh Commissioner standards, bilingual apprentices are a way to develop the Welsh language in your workforce.

Choosing and supporting a bilingual apprentice can help other bilinguals in your company and shows your commitment to the Welsh language and to the Welsh Government 2050 agenda.

Bilinguals come in all shapes and sizes from a little bit of Welsh to fluent Welsh and so do apprentices, so you can get the exact fit for your business.

Communicating with people in their first language or language of choice shows that you care about your customers, clients and service users.

Learning bilingually means that your apprentice has the specialist vocabulary for your industry and can discuss with your customers – English might be the language of commerce but to your customers, Welsh might just be the way to their hearts!



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