



Apprenticeship Case Study - LDA Research

LDA Research, an international medical market research company, chose to be part of the Market Research Executive Apprenticeship scheme, which aims to attract new talent into the industry and helps to provide training for young people.

The business has grown rapidly over the past decade and Lucy Doorbar, director at LDA, needed to attract more talented people into the business. She recruited Marketing Management graduate Fatima Mitha last year and when the apprenticeship scheme launched in the autumn, both Fatima and Lucy were excited about the opportunity it presented.

Fresh faces, fantastic support

Lucy says: "We have lots of experienced people in our business, but we're always keen to get young, fresh faces to bring new perspectives into the work that we do. The apprenticeship scheme allows us to do just that, while providing fantastic support in training those young people."

Fatima adds: "My marketing degree included one module of market research in my final year and I was really taken with it. I wanted to get started with my career, rather than staying in education to do a Master's, but I knew that I needed to build my knowledge of the market research sector, of different methods and best practice. I was looking for ways to do that, like apprenticeships, work experience or entry-level jobs, and LDA seemed a great fit for what I was looking for. When I heard about the apprenticeship and the opportunity to mix classroom and on-the-job learning, it felt like it was all slotting into place."

Invaluable funding for SMEs

For a small company such as LDA, the apprenticeship levy funding for the training provided by Swarm Training, a not-for-profit provider, is particularly useful. Lucy notes: "As a small firm, it can be difficult to put in the time and resource to give young people the training they need. The apprenticeship is such a valuable way of upskilling recruits, topping up their practical knowledge and skills in a way that supports their work with us."

"I'm amazed with Fatima's progress since she joined the scheme last autumn. She's moderating really well, and doing good analysis work. Importantly, her confidence has grown remarkably and she's taking on more responsibilities, including writing a weekly blog for our social media channels, bringing different ideas and offering new perspectives."

Learning from your peers

The weekly training sessions delivered by Swarm allow the apprentices to learn about the wider industry and connect with other young people from a wide range of different employers. The current cohort which Fatima is part includes young research apprentices from Channel 4, Disney and Ipsos UK.



Fatima adds: "Learning with the other apprentices has helped me put the jigsaw together, understanding what the wider sector does and how my work and organisation fit into that."

The accreditation from MRS which apprentices earn once they pass the apprenticeship also brings its commercial benefits. Lucy explains: "Accreditation from MRS acts as a stamp of quality and assurance, especially for smaller firms. When you're working with new or potential clients, it's important they know immediately that they're in safe hands so it's brilliant both for Fatima and for us as a business that she'll be accredited at the end of her apprenticeship."