



Lancashire Apprentice
Ambassador Network

Newsletter

Issue 11 | February 2019

New/updated resources – Find an Apprenticeship

One of our Apprentice Ambassador Portia has been involved in the filming of The new Find an apprenticeship film, which is aimed at helping young people to get to grips with using the FAA website. You can view or download the film [here](#).



Fire it Up national campaign



The government has launched its 'Fire it Up' campaign to showcase the diverse range of opportunities available to apprentices. For apprentice and employer case studies and much more, please visit the [new website](#).

Part of the new campaign will be encouraging employers to post live and future apprenticeship vacancies on [Find an Apprenticeship](#) from mid-January. The campaign will direct traffic to look at live apprenticeships vacancies to stimulate interest and encourage applications.

National Apprenticeship Week 2019 will also use the new campaign messaging and content over the course of the Week.

More information will be shared soon, with a toolkit, branding and resources made available for employers to use, on [GOV.UK](#). Follow [@Apprenticeships](#) on Twitter and the [National Apprenticeship Service](#) on LinkedIn to keep up to date with announcements as they are made.

South Ribble Investment & Skills Support

Working alongside Jobcentre Plus and over 20 other Employment Taskforce partners, South Ribble Apprentice Factory aims to bring together businesses and would-be apprentices offering them guidance and support from recruitment through to graduation!

The council also provides an impartial support service to enable business growth. This includes support for new businesses seeking commercial premises, or for existing businesses looking to expand,

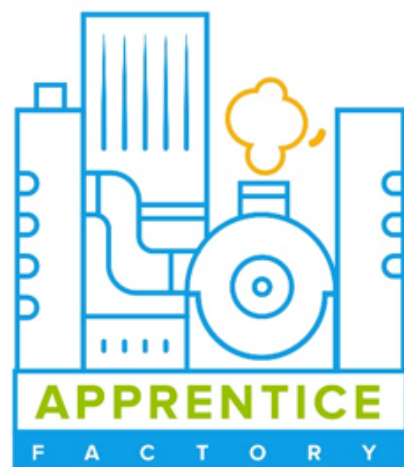


signposting to specialist advice on development, productivity or funding as well as advice on workforce skills development.

Apprentice Factory

The council has a highly successful, established, internal apprenticeship programme producing award winning apprentices. With a 100% pass rate and positive outcomes for our Apprentice Academy graduates, South Ribble Borough Council's apprenticeship scheme is recognised as one of the best in the area. We are members of both the Lancashire Apprentice Ambassador and Enterprise Advisor Networks.

The council has surpassed the government's 2.3% apprenticeship target. It has utilised the levy funds to upskill existing staff and train newly recruited apprentices in a range of occupations and at different levels, up to, and including masters degrees. The council has spent all the levy funds and is now attracting 90% of Government co-investment funding for any further apprenticeship training.



Powering our future workforce

For businesses and residents, the Apprentice Factory brokerage service provides impartial, specialist support to help employers, residents wishing to up-skill or re-skill and young people planning their future careers by providing a comprehensive and complete range of skills interventions and support in a one-stop-shop.

The recent UK Government apprenticeship reforms (in England) are aimed at increasing the quality of apprenticeship programmes, to ensure they're relevant, robust and fit for purpose for developing high-level skills to support business growth.

South Ribble Borough Council has identified a gap in the availability of impartial information, advice and guidance for businesses to find the best solutions for their skills and workforce development needs, especially SMEs, which may lack time and in-house specialist HR knowledge. Expensive recruitment support and limited information on the local labour market can be additional challenges. The Apprentice Factory has been created to support all businesses with their skills, recruitment and apprenticeships, driving up the number of apprentices.

The Apprentice Factory will also assist with the delivery of Employment and Skills Plans, which are required for all new developments in central Lancashire above 1,000 square metres of commercial floor-space or 30 residential units, by providing a co-ordinated approach to delivering skills support to end-user skills plans, with the exception of the construction sector, which is already provided for.



The South Ribble Apprentice Factory is an innovative project aimed at upskilling the workforce of the borough, creating an impartial business skills support resource and supporting economic growth. The Apprentice Factory will support local businesses to create quality apprenticeships that are relevant to their needs and local growth sectors, ensuring that the skills supply is appropriate to anticipated skills demands and supports business growth.

Contact: apprenticefactory@southribble.gov.uk

Meet our latest Employer & Apprentice Ambassadors

Meet Mark, Katlin and Daniel all from M.A. Builders. M. A. Builders is a family run building company that specialises in dormers and is based in Blackpool. Mark who owns the company is keen to share the knowledge he has gleaned over the years with apprentices who are willing to learn the trade. Hiring apprentices is a great decision the company has made, being able to help train young people for the working world whilst have being able to grow the business.



Katlin who has just turned 17 is an Apprentice joiner who enjoys working with wood and getting paid at the same time. Katlin's greatest achievement so far is getting her apprenticeship and her goal is to become a fully qualified joiner.

Daniel is an Apprentice joiner with the organisation and is currently studying his Level 3 Carpentry through Blackpool & the Fylde College. Daniel enjoys the diversity of the work which involves making alterations to people's homes including kitchens, bathrooms, loft conversions and extensions.

We also have two new Apprentice Ambassadors who work for Preston's College. Meet Anessah Bham and Craig Thompson



Anessah has completed a Level 2 and Level 3 Apprenticeship in Business Administration and is currently undertaking a Level 4 Apprenticeship in Business Administration alongside her job role as an Administrator. Anessah works in the Learner Tracking and Destinations team within the Administration department at Preston's College. The best thing about being an apprentice for Anessah is that she can enjoy learning new things and developing her skills. She feels as an apprentice she is able to work in different departments across the college such as Recruitment and Employer Engagement, this has been useful as it has developed her interpersonal and communication skills.

Craig has completed a Level 2 and Level 3 Apprenticeship in Business Administration. He is currently undertaking a Level 5 Leadership and Management Apprenticeship and works at Preston's College, line managing the applications, enrolments and progressions team. Craig wanted to become an apprentice because he did not want to progress to full time university and wanted to carry on into work and training. Craig said the best thing about being an apprentice is knowing that support is available, developing your skills and applying them in the workplace.



Apprentice Ambassador Networking Event

A Lancashire Apprentice Ambassador networking event took place at Preston's College on Monday 3rd December 18. The event was attended by both employer and apprentice ambassadors.

Janet Jackson who is leading on the development of the new T-Levels for Lancashire gave a brief overview and encouraged members in groups to discuss the Top Tips for workplace success. This work will be used to produce a poster to support T-Levels.



Harrison Leigh one of our Lancashire Apprentice Ambassadors and member of the NW Apprentice Ambassador network updated the meeting on the activity within the North West network. Here is the latest [NWAAN newsletter](#).



Jennifer Clough and Bernie Markham gave an update on the South Ribble Apprenticeship Factory.

The meeting ended with networking and a group photograph.



National Apprenticeship Week 2019 theme announced.

'Blaze a Trail' will be the theme for National Apprenticeship Week 2019 (NAW 2019). Find out more about the exciting theme and what it means for those taking part in the celebrations [here](#).

The 'Blaze a Trail' theme will feature throughout National Apprenticeship Week, which will run from 4 to 8 March 2019, to highlight the benefits of apprenticeships to employers, individuals, local communities and the economy. The week will also show the number of high quality of apprenticeships opportunities available at all levels around the country in a huge variety of sectors such as aviation engineering, finance and policing.

Apprenticeships and Skills Minister Anne Milton said:

'I want everyone to recognise the change that apprenticeships can bring - for employers blazing a trail to new markets, apprentices to new career opportunities and for colleges and training providers raising the skills levels for everyone.'

Follow [@Apprenticeships](#) on Twitter and [National Apprenticeship Service](#) on LinkedIn to keep up to date.

The theme speaks to all audiences at every stage of their apprenticeship journey.

- Blazing a Trail in my career
- Blazing a Trail in my business
- Blazing a Trail in my community
- Blazing a Trail in the economy

Promoting Apprenticeships to NEET young people

Blackburn with Darwen Borough Council's New Direction team ran a NEET event hosted by Blackburn Youth Zone. Employer Ambassador Carla Jenkinson from Forbes solicitors accompanied Raeleen and Cath to the event and promoted the benefits of apprenticeships from an employer point of view.



New guide to achieving the benefits of apprenticeships



The new guide to [Achieving the Benefits of Apprenticeships](#) is intended to help employers measure and maximise the benefits of apprenticeships.

It includes statistics about the benefits of apprenticeships: for example 69% of employers say that employing apprentices improved staff retention and 78% say they improve productivity. It includes hints and tips, and inspiring stories from employers including Siemens, Nestlé and Lancashire Teaching Hospitals NHS Foundation Trust.

Apprenticeship Champion of the year

With the 2019 National Apprenticeship Awards set to launch in the next few months, the search begins for our next Apprenticeship Champion of the year. This award is all about recognising the brilliant work that you do to promote apprenticeships. Watch this space for more information soon!

Don't forget to let Cath know when you have attended an event or promoted apprenticeships within your own company. cath@lancsforum.co.uk