

2016 AND BEYOND

 **Apprenticeships**  
National Apprenticeship Week  
14-18 March 2016



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**THE POST-MODERN  
APPRENTICE**

# APPRENTICESHIP WEEK AND BEYOND



**ALIX ROBERTSON**  
@ALIXROBERTSON4

National Apprenticeship Week (NAW) always provides an invaluable opportunity to shine a light on current challenges and progress being made with the training programmes.

But at this key juncture, as we embark on the final year of government-led funding before the levy is launched next April, it is crucially important to look at what lessons

can be learned from the past to inform future decisions.

It is why we concentrated on providing historical context throughout this supplement dedicated to NAW 2016 — which covers the history of apprenticeships, key issues currently facing the sector, and beyond that to the “postmodern”.

We are proud that page three features expert pieces from the leading FE political lights of our time— Skills Minister Nick Boles and his Labour shadow Gordon Marsden.

The feature over pages four and five, on the history of apprenticeships, then traces their story from the time of Elizabeth I in the 1500s, to the rise of so-called “modern apprenticeships” in the 1990s, and a future where employers will have to invest more in training through the levy.

Readers are subsequently invited to play apprenticeship top trumps on page six — which provides a run-down of influential figures leading the charge towards the 3m starts target by 2020.

My feature on page seven focuses on

impressive efforts being made to solve the historical problem of matching people with special education needs and disabilities with the right employers and providers, to ensure that they succeed in apprenticeships.

It is an issue close to my heart, as I spent four years teaching before going into journalism — and one of the most important and satisfying, though sometimes tough, aspects of my job involved mentoring young people with a range of learning difficulties.

Our panel of experts then provide invaluable reflection and forward-looking advice for apprenticeships on pages 10 and 11 — on how to reduce discrimination against women, impress Ofsted with ‘outstanding’ provision, market training programmes, and nurture the right candidates.

Finally, no NAW supplement would be complete without a detailed guide to what is happening over the week — so we have dedicated the final four pages to listing fun and informative events taking place across the country.



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## FE Week

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## DAVID GRAILEY

NCFE chief executive

### A time of change for apprenticeships

Welcome to *FE Week's* National Apprenticeship Week 2016 supplement, which we're pleased to be sponsoring once again this year.

As we all know, apprenticeships continue to be a focal point in education, thanks to the Government's pledge to create 3m new apprenticeship starts by 2020 and its determination to reform them.

The Government wants to improve recognition and quality of apprenticeship programmes, by involving employers more heavily and giving them control over the standards, content and funding.

Another plan is to protect the term ‘apprenticeship’ in legislation to safeguard the brand and ensure high quality outcomes.

Furthermore, in an effort to drive up the number of apprenticeship starts, the Enterprise Bill will require at least 2.3 per cent of public sector businesses with a workforce of 250 or more to hire apprentices.

Apprenticeships should be available at all levels, up to and including degree level.

The majority are currently at intermediate or advanced level, so we could be seeing more higher apprenticeships come into place.

### Working together is the key to success

From 2016, higher-level apprenticeships will be posted on UCAS — this should position them as a true alternative to university, which is something that we believe is absolutely essential for the future of apprenticeships.

The apprenticeship levy has of course been a key talking point, and this will completely change the way they are funded, as spending power will be in the hands of employers.

Another key part of the reforms is the Trailblazer process. NCFE is the chosen awarding organisation for the Supply

*Advertisorial*

Chain and Logistics Trailblazer group, and is actively involved in a number of other Trailblazer groups including Health, Digital, Hospitality and Sport.

We're currently preparing the assessment plans for the Supply Chain and Logistics Trailblazer group, and we're in the process of applying to feature on the SFA's Register of Approved Assessment Organisations for Apprenticeships to be able to offer assessment services for the new standards.

There will be a shift in how apprenticeships are controlled and regulated, with the power falling into the hands of employers.

Employers and educational providers working together is the key to success going forward.

By linking up with employers, you can secure quality employment for your learners and gain an understanding of what they're looking to get out of apprenticeships.

NCFE offers a range of full and part apprenticeships at intermediate and advanced level, plus complementary resources, in sector areas including health, public services and care; retail and commercial enterprise; leisure, travel and tourism; business, administration and law; education and training.

You can visit [www.ncfe.org.uk](http://www.ncfe.org.uk) for more information and use our qualification finder to find the apprenticeship qualifications that meet your learners' needs.

# VIEW FROM THE TOP

EXCLUSIVE

National Apprenticeship Week (NAW) inspires passionate support from across the political divide. Conservative Skills Minister Nick Boles and his Labour shadow Gordon Marsden have both written exclusively for *FE Week* on why they think it is so important, and their hopes and fears for the future of apprenticeships.



## GORDON MARSDEN

Shadow Skills Minister

Every year, National Apprenticeship Week rightly celebrates tens of thousands of individual successes from young beginners to older workers acquiring new skills – and of the trainers and employers who inspire them.

I'm proud the last Labour government set up the National Apprenticeship Service (NAS) and introduced National Apprenticeship Week in 2008, alongside pushing the programme from 65,000 apprenticeships in 1996/7 to 279,700 by 2009/10.

Infrastructure projects begun by Labour such as Crossrail have been a crucial conduit for apprenticeship expansion.

The young apprentices who stood round the Queen as she opened the Elizabeth Line are its legacy. Now ministers have set themselves the ambitious target of 3m apprenticeship starts by 2020 with a proposed apprenticeship levy, delivery board, and Institute for Apprenticeships as levers. I and the Labour Party applaud the principle of expansion – but we need to take stock of potential devils in the detail.

To meet those targets with quality apprenticeships, we need to scale up traditional areas in manufacturing and industry, but also grasp the potential for high-quality apprenticeships in the service sector – to meet growing demands in social care, leisure and visitor services – as well as digital and creative industries.

That expansion could fuel some of the cohorts needed to fill the gaps in technical and professional staff, so long bemoaned by Lord Sainsbury and others.

We must also keep a wary eye on apprenticeship completions – down from 76.4 per cent in 2010/11 to 68.9 per cent in 2013/14 – so expansion is not undermined by unacceptable drop-out rates. Apprenticeships for high-tech companies are crucial. I have argued we need to encourage such employers to 'overtrain' their apprenticeship numbers with the surplus available to energise their supply chains and other small and medium sized businesses.

That also means it is crucial the Government utilises traineeships to get far more young people competitive for high

quality apprenticeships.

The mechanisms for doing this are shrivelling because of cuts in funding to FE colleges and providers, and in their own capacity to drive initiatives forward.

With staffing levels at the Skills Funding Agency down nearly 50 per cent since 2011

**We must keep a wary eye on completions**

and similar levels of reduction in the NAS, and ministers cutting off UKCES funding, they will struggle to deliver their grand designs.

It makes sense to look to the opportunities from devolution to both LEPS and combined authorities for apprenticeship expansion.

In the pamphlet for the Smith Institute, we demonstrated how local authorities were already taking on apprentices and backing local initiatives. If more power was devolved, this could be done on a far larger scale.

The Government also needs to mobilise public sector apprenticeships, using contract procurements to lever more and match the programme we proposed in the last parliament.

These roadmaps for apprenticeships are ones that everyone needs to feel included.

But across business there are already concerns how the proposed levy will operate.

Will the money raised be additional or a substitute for existing Government funding? Will a 'big bang' approach and a hasty introduction jeopardise its credibility?

The Apprenticeship Delivery Board charged with meeting the 3m target is narrowly drawn, with only one woman among the six members.

That's why I have argued the board of the Institute for Apprenticeships should include not only employers but also FE providers and colleges, relevant trade union expertise, university and local authority expertise.



## NICK BOLES

Skills Minister

National Apprenticeship Week is about banging the drum for apprenticeships.

It is about showcasing the excellent work that has been taking place across the country and it is about shouting from the rooftop – an apprenticeship can take you anywhere.

Apprenticeships embody one simple idea – opportunity.

They are an opportunity for young people to gain hands on experience in the workplace while getting a top class qualification.

We have been putting employers in the driving seat in designing apprenticeships.

Businesses now have a say on how apprenticeships run and what they have to offer.

This new apprenticeship known as a Trailblazer is already being supported by over 1,300 employers who have designed and published 205 new apprenticeship standards.

It's great to see businesses getting stuck in and grabbing the opportunity to take on apprentices knowing they will help their businesses grow.

I hope National Apprenticeship Week will inspire and motivate a whole new cohort of businesses to get on-board and start designing apprenticeships.

We have got together some of the big names in business from Fujitsu to Barclays to get out into the business community and shine the light on apprenticeships through the Apprenticeship Delivery Board.

Over the past 20 years we have seen investment and training in skills decline, which is why we are introducing an apprenticeship levy to ensure a highly skilled workforce for the future.

Coming into force in April 2017, the levy will only be paid by employers with a pay bill of £3m or more, that's less than 2 per cent of

employers.

The funding will be in the hands of employers through the Digital Apprenticeship Service which will give them genuine control of the training they buy.

Over the last parliament, we had 2.4m apprenticeship starts and we know for the vast majority this means a long and lasting job.

I want to continue along this road and create 3m more apprenticeships by 2020.

The opportunities don't stop there.

If you don't think you're ready for an apprenticeship how about a traineeship?

**It's great to see businesses getting stuck in and grabbing the opportunity to take on apprentices knowing they will help their businesses grow**

It's a great way to get you started on your career path.

Both employers and businesses have a great opportunity to step into the spotlight during National Apprenticeship Week, to help us show how, with an apprenticeship you can rise to the top.

## FEATURE

JUDE BURKE  
@JUDEBURKE77

## HISTORY OF APPRE

THE GOVERNMENT'S ENTERPRISE BILL – CURRENTLY MAKING ITS WAY THROUGH PARLIAMENT – CONTAINS A NUMBER OF MEASURES DESIGNED TO SET MINIMUM STANDARDS FOR APPRENTICESHIPS, INCLUDING LEGALLY PROTECTING THE TERM 'APPRENTICESHIP' AND SETTING PUBLIC SECTOR TARGETS.

HOWEVER, REPORTER JUDE BURKE FOUND THAT THESE PALE IN COMPARISON TO THE FIRST TIME GOVERNMENT LEGISLATED ON MINIMUM STANDARDS FOR APPRENTICESHIPS, BACK IN THE SIXTEENTH CENTURY.

**APPRENTICESHIPS – THE EARLY YEARS:**

The Statute of Artificers, introduced by the parliament of Elizabeth 1 in 1563, made it illegal for anyone to “exercise any art, mystery or occupation now used or occupied within the realm of England and Wales except he shall have been brought up therein seven years at the least as an apprentice”.

Before the introduction of this legislation, apprenticeships were regulated by the guilds of trades and craftsmen.

An apprentice, often starting as young as 10 or 12, would learn his trade over a period of years – often seven, but it could be longer or shorter than this – with his master being responsible for his board, lodging and clothing as well as teaching.

The 1563 Act was abolished in 1814, as the popularity of apprenticeships waned “due to conditions in factories and exploitation of young apprentices”, according to a House of Commons research paper from 2009.

**FROM HEYDAY TO LOW POINT:**

Apprenticeships in certain trades, particularly those which required practical skills, remained popular in subsequent decades.

There were around 340,000 apprentices per year in the early twentieth century, according to an Institute of Directors (IoD) policy paper from 2003.

By the mid-1960s – “the high water mark for apprenticeship in Britain” according to the IoD – roughly 35 per cent of male school leavers aged 15 to 17 went on to do an apprenticeship.

However, by 1990 the number of apprentices had dropped to just 53,000.

The fall in apprenticeship numbers came despite the launch, in 1964, of UK Industry Training Boards (ITBs), which were intended to ensure there were sufficient numbers of apprenticeships to avoid skill shortages in traditionally skilled occupations and higher technician and engineering professionals.

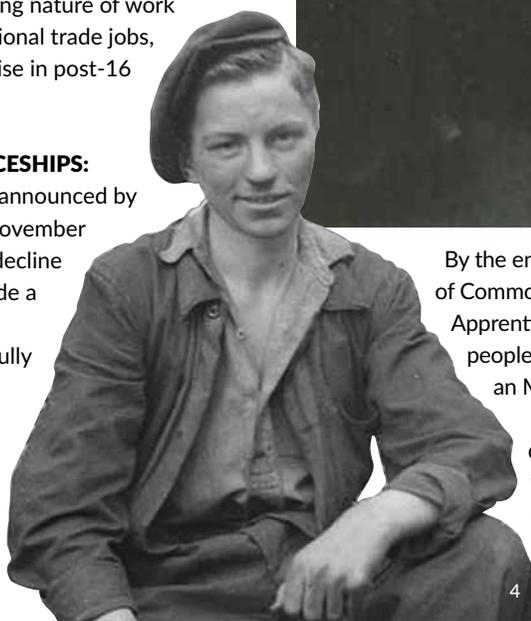
The IoD paper cites a number of reasons for the decline in apprenticeships, including the changing nature of work which meant there were fewer traditional trade jobs, the cost of apprenticeships and the rise in post-16 education.

**THE RISE OF MODERN APPRENTICESHIPS:**

Modern Apprenticeships (MAs), first announced by then-Chancellor Kenneth Clarke in November 1993, were designed to reverse the decline in apprenticeship numbers and provide a boost to work-based training.

MAs were launched in 1994, and fully up and running by September 1995.

By June 1996, according to a government white paper called ‘Creating the enterprise centre of Europe’, there were already MA frameworks covering 54 sectors, with more than 20,000 apprentices in training.



By the end of 1998, according to a House of Commons blog from last year's National Apprenticeship Week, almost 250,000 people in England and Wales had started an MA.

However, MAs were continually dogged by concerns over quality, and went through numerous reforms over the years.

These included the introduction, in the early 2000s, of frameworks setting out the minimum standards

required of each apprenticeship, and, in 2004, dropping the word ‘modern’ from the scheme's name.

**FROM MODERN TO POST-MODERN:**

The late 2000s saw the apprenticeship momentum grow. The first National Apprenticeship Week took place in 2007, to draw more attention nationally to the benefits of apprenticeships.

Then in 2009, the National Apprenticeship Service was launched to oversee delivery of apprenticeships.

Nonetheless the reforms continued. In 2012 the Richard Review, commissioned by the Government and led by former

# APPRENTICESHIPS



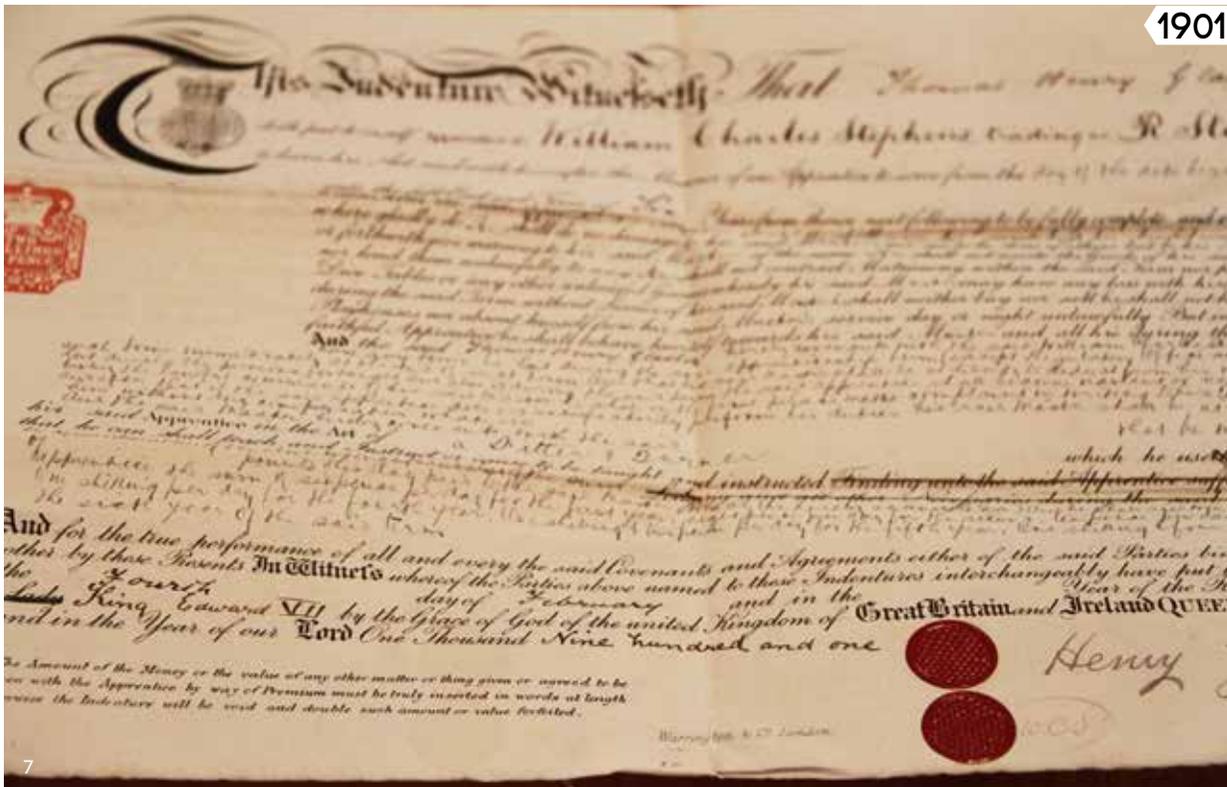
1914



c1913-1939



1940s



1901

## APPRENTICESHIP LEGENDS – THE FILM



A film about the history of apprenticeships in their home county is being launched by the Cornwall College Group (CCG) to coincide with National Apprenticeships Week.

The oldest record the production team discovered dates from 1541, and is for a carpentry apprentice named William Holyer of Lostwithiel.

Jamie Reed, PR manager for CCG and production manager for Apprenticeship Legends, said:

“Apprenticeships have been recognised as a way of training for hundreds of years and that is certainly the case here in Cornwall.

“We have studied the archives at the records office at County Hall, interviewed families who have stories of organisations like Holman’s and spoken to former apprentices. It’s been a really emotional and enlightening journey.”

“Conditions were tough and the indentures bound the servant to their master and vice versa; the master was personally responsible for teaching the apprentice and their welfare.

“Our documentary also looked at the last 70 years of apprenticeships through Cornwall College.

“We’ve talked to people who are now company directors, master technicians, project managers and self-made millionaires; an apprenticeship can really take you anywhere in the world and our interviewees are proof of that.”



Dragons’ Den star Doug Richard, recommended making apprenticeships more employer-orientated and called for employers to pay providers directly for apprenticeship training.

The Government’s response was to introduce, in October 2013, new Trailblazer apprenticeship standards designed by employers, to ensure apprentices develop the skills needed by industry.

The idea was that these would be co-funded, with the government paying up to two-thirds of the cost with employers responsible for the balance.

The first of these new standards were approved for use in November 2014.

At the same time, apprenticeship numbers continued to grow. The coalition government oversaw 2.4m starts, and in 2015 the new Conservative government pledged to create 3m new apprenticeship starts by 2020.

### THE FUTURE

From April 2017, large employers will pay the apprenticeship levy, set at 0.5 per cent of an employer’s pay bill over £3m.

It’s estimated that it will raise around £3bn for apprenticeship training, but questions still remain about how the measure will be implemented and how non-levy payers will access levy funds.

### PHOTO CAPTIONS:

- 1 – A medieval baker with his apprentice. Picture: The Bodleian Library
- 2 – A female apprentice working in the iron foundry department, Wallsend Slipway and Engineering Company, 1914
- 3 – Apprentices working in the brass foundry department, Wallsend Slipway and Engineering Company, 1914
- 4 – A young shipyard apprentice fitter posed on a pile of steel cables, Tyneside, 1943 (copyright Imperial War Museum: <http://www.iwm.org.uk/corporate/privacy-copyright/licence>)
- 5 – Apprentices receive instruction on dismantling a Vickers Machine Gun at the Royal Army Ordnance Corps Depot at Hilsa, c1919-39 (copyright Imperial War Museum: <http://www.iwm.org.uk/corporate/privacy-copyright/licence>)
- 6 – Apprentices John Boasdeh and his colleagues at Plymouth power station, 1940s
- 7 – An apprenticeship indenture for Climax Rock Drill in Cornwall, 1901

## FEATURE

BILLY CAMDEN @BILLYCAMDEN  
JUDE BURKE @JUDEBURKE77

## APPRENTICESHIP TOP TRUMPS

The government has embarked on an ambitious apprenticeship reform programme, involving an ever-growing cast of key players – from the Prime Minister down to the members of the new Apprenticeship Delivery Board (ADB).

The ADB has been charged with advising the government on how it could achieve the 3m apprenticeship starts target by 2020, with its members only recently confirmed.

Many of the nation's leading politicians are also getting in on the apprenticeship reform action – including the Prime Minister, Education Secretary, and Skills Minister.

And completing *FE Week's* apprenticeship top trump deck are a selection of civil servants responsible for implementing the reform agenda.

These include Rachel Sandby-Thomas, whose new role as shadow chief executive was the first appointment to the Institute for Apprenticeships to have been announced on March 8.

Plans for the employer-led institute, which will set standards and quality, were announced as part of November's spending review and autumn statement.

We have pulled together 17 of these key players below, to provide an at-a-glance view of who's who in apprenticeships.

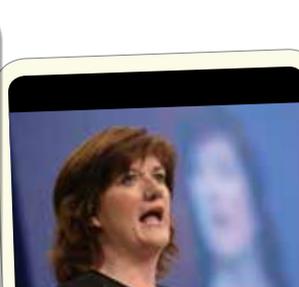
## READ ABOUT THE FE ACES IN OUR SPECIAL DECK OF CARDS BELOW:

**David Cameron**

Job Title Prime Minister  
Apprenticeships role  
Pledged to create 3m apprenticeship starts by 2020

**George Osborne**

Job Title Chancellor  
Apprenticeships role  
Announced plans for employers to fund apprenticeships through apprenticeship levy

**Nicky Morgan**

Job Title Secretary of State for Education  
Apprenticeships role  
Responsible for education policy for 16 to 18-year-olds

**Sajid Javid**

Job Title Secretary of State for Business, Innovation and Skills  
Apprenticeships role  
Responsible for FE and skills policy

**Nick Boles**

Job Title Skills Minister  
Apprenticeships role  
Minister responsible for apprenticeships

**Peter Lauener**

Job Title Chief executive, EFA and SFA  
Apprenticeships role  
Responsible for the budget for apprenticeship training

**Rachel Sandby-Thomas**

Job Title Shadow chief executive, Institute for Apprenticeships  
Apprenticeships role  
Will play a role in establishing the employer-led institute, which will set standards and quality

**David Hill**

Job Title Director of apprenticeships  
Apprenticeships role  
Most senior civil servant responsible for the government's apprenticeship programme

**Nadhim Zahawi**

Job Title Conservative MP for Stratford-Upon-Avon  
Apprenticeships role  
Apprenticeship advisor to the Prime Minister and joint chair of the Apprenticeship Delivery Board

**Andrew Parmley**

Job Title Alderman for the City of London. Principal of The Harrodian School in London  
Apprenticeships role  
Member of the Apprenticeships Delivery Board

**David Abraham**

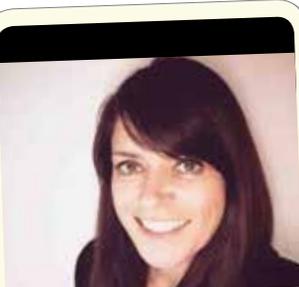
Job Title Chief executive of Channel 4  
Apprenticeships role  
Member of the Apprenticeship Delivery Board

**David Meller**

Job Title Joint chairman of his family business, the Meller Group  
Apprenticeships role  
Joint chair of the Apprenticeship Delivery Board

**James Wates CBE**

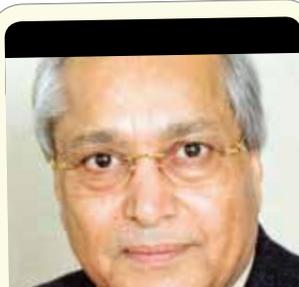
Job Title Chairman of Wates Construction  
Apprenticeships role  
Member of the Apprenticeship Delivery Board

**Melanie Hayes**

Job Title Resourcing and development director at Compass Group  
Apprenticeships role  
Member of the Apprenticeships Delivery Board

**Mike Thompson**

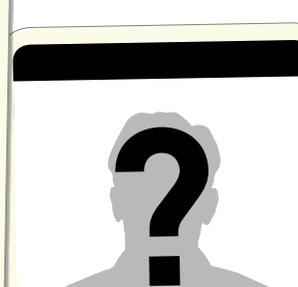
Job Title Head of apprenticeships at Barclays  
Apprenticeships role  
Member of the Apprenticeships Delivery Board

**Rami Ranger CBE**

Job Title Chairman of Sun Mark Ltd.  
Apprenticeships role  
Member of the Apprenticeships Delivery Board

**Simon Blagden MBE**

Job Title Non-executive chairman at Fujitsu  
Apprenticeships role  
Member of the Apprenticeships Delivery Board

**CHAIR ???**

Job Title Chair of Institute for Apprenticeships  
Apprenticeships role  
Still to be announced

FEATURE

**ALIX ROBERTSON**  
@ALIXROBERTSON4

# SPECIAL NEEDS SUPPORT

Apprenticeships and students with special educational needs and disabilities (SEND) have traditionally made uncomfortable bedfellows — but improving the situation has been made a key priority for post-16 education and training area reviews.

Skill Minister Nick Boles' updated guidance, released earlier this month, called for "sufficient access to high quality and relevant education and training for all, including ... adults and learners with both with high needs and those with moderate and low levels of SEND."

Ofsted's 'Apprenticeships, developing skills for future prosperity' report also raised the issue of a lack of provision for special needs students in October 2015.

It said: "The number of disabled apprentices and those with special educational needs was particularly low" and "too few young people who have special educational needs and/or disabilities, become apprentices."

And the same complaint was raised in May 2012 by Peter Little OBE, whose report 'Creating an inclusive apprenticeship offer' highlighted a need to tackle a decline in participation of apprentices with a learning difficulty or disability.

The percentage of apprenticeship programme starts that went to special needs students declined steadily between 2007/08 and the time of Mr Little's report in 2011/12, from 11.5 per cent of the total starts to only 7.7 per cent, according

to government data.

The actual number of starts moved up from 25,880 in 2007/08 to 40,130 starts in 2011/12, and 42,850 in 2012/13, but dropped off in 2013/14 to 38,170.

Then in 2014/15, there were 44,090 apprenticeship special needs starts — but this made up just 8.8 per cent of total starts for the year.

With calls to boost this provision now taking centre stage in the reform agenda, *FE Week* went in search of examples of good practice, to see how they are making apprenticeships work for people with special needs and what advice could be offered to others.

## AN EMPLOYER'S VIEW — BUCKINGHAMSHIRE CARE

Launched in 2013, Buckinghamshire Care has worked hard to challenge stereotypes around the jobs that people with disabilities can do.

The success of the company, which specialises in adult social care services, was recognised in this year's National Apprenticeship Awards ceremony, when it won Newcomer SME [small and medium-sized enterprise] of the year for 2015.

Buckinghamshire Care's apprenticeship programme was established to employ individuals usually excluded from the employment market, including those with learning disabilities, autism and mental health issues.

It aims to provide vocational voluntary placements to help apprentices develop skills, prepare for the work place, and build their confidence and self-esteem.

Buckinghamshire Care uses a variety of different settings to do this, including a café, a working farm, a garden centre and a

maintenance service, so individuals can find a setting that suits them.

The apprentices are integrated into the team at Buckinghamshire Care, attending the same meetings as other staff, who are specifically trained to support individuals with behaviours that may challenge mainstream employers.

Once they have completed their course, apprentices are guaranteed six months paid employment and three months specialist support to find ongoing employment through a local authority-funded service called Back2Base,



which offers links to well-known companies.

Support is also provided for CV writing, interview skills, and managing government benefits.

Commenting on the programme, a spokesperson for Buckinghamshire Care said: "We have seen a cultural shift within our workforce relating to how they receive individuals who may be considered 'difficult to work with'."

Martin Farrow, managing director of Buckinghamshire Care, added: "This is a first for our organisation and from this learning we are developing our own training academy — over 20 marginalised people are now on paid contracts within Buckinghamshire Care."



25-year-old Chantelle completed an apprenticeship in catering at Buckinghamshire Care's Aylesbury Opportunities Centre, and now has a full-time role there as assistant chef

She had a challenging home life and also experiences learning disabilities, including attention deficit hyperactivity disorder, but with the help of her employment support worker has overcome challenges to set her sights on the role of chef



## TELLING THE APPRENTICES' STORY — GRANTHAM COLLEGE

A recent project at Grantham College aimed to advance equality for students with learning difficulties or disabilities in the workplace.

Focusing on challenging employer perceptions, the college worked with local and regional partners such as Jobcentre Plus and the local council to identify examples of apprentices who were succeeding on their programmes but who had faced significant personal challenges.

A designated project team engaged with the apprentices' employers to look at what they were doing to support the individuals and what kind of positive adjustments had been made to include them.

Four case studies were then included in an employer brochure called 'Advancing Equality in the Workplace', to showcase examples of inclusive recruitment practices, and the brochure is now used by the college business team in their employer engagement.

It stressed colleges and training providers were equipped to deal with special needs, and reminded employers they could turn to them for help in identifying an apprentice's support needs or offering recommendations to ensure success.

Tamara, a student in her early 20s on an intermediate (level two) business administration apprenticeship, featured in the brochure.

She struggled with moderate dyslexia, which had gone undiagnosed while she was at school, and her poor academic performance was associated with the death of her mother when she was just 12 years old.

Grantham College highlighted that understanding instructions could be tough for Tamara and written directions would be helpful in enabling her to retain information.

She then began a business administration apprenticeship with a micro-business dealing with beauty products, but unfortunately the business was closed down.

Her NVQ assessor invited her to a forum with local employers, and with support and encouragement she was able to give a short presentation to attendees.

This led to her being offered the opportunity to continue her apprenticeship at the Grimsby Institute, where she received guidance and support with literacy helping her to thrive in her new role.

Commenting on her experience, Tamara said: "We might look like damaged goods but with a bit of help we can be fixed. I've been really lucky."



Tamara



## A PROVIDER'S APPROACH — VISION WEST NOTTINGHAMSHIRE COLLEGE

Vision West Nottinghamshire College applies its approach to supporting learning difficulties or disabilities across the board — including for staff.

Both learners and staff take part in an initial assessment designed to recognise where an individual has areas that require additional support.

The college also uses a computer program called Quicksan, which identifies dyslexic tendencies, and staff and learners complete free writing exercises to check spelling, punctuation and grammar.

This information is then used to set long and short term targets.

Staff members who are identified as 'champions' are placed in a team for additional learning support for learners with educational needs, including apprentices.

Once learning difficulties or disabilities have been identified, the college works closely with employers to ensure learners get the right level of support they require.

This includes an additional mentor where an apprentice with special educational needs requires enhanced assistance to what is provided by a line manager.

Faye Boucher, head of employer engagement, said: "The challenge for these apprentices can often be around the production of work for their employer, making sure that it meets the high standards expected."

"Then it's about making sure that we make

adjustments for that learner to help them succeed.

"It might be that they need extra time, additional resources, further support for their functional skills exams or understanding that social skills and communications can be a challenge."

She said the college has built a traineeship model focusing on preparing learners for the world of work, and this could be a helpful option for certain students.

However, she added: "It's about making sure that it is individual to the learner and remembering that one size doesn't fit all."

Victoria Vale is a former Vision West Nottinghamshire learner who completed an Intermediate and Advanced Apprenticeship in Business and Administration with Enable, a charity in Huthwaite. She has Asperger's Syndrome but has not let it hold her back, making such a positive impact at Enable that she gained a permanent contract as a receptionist





**it's a jungle  
out there...**

**...navigate through the  
wild with support from ncfе.**

Come and visit NCFE's stand at the FE Week Annual Apprenticeship Conference,  
16-18 March, to find out how we can support you and give you direction.

Visit [www.ncfe.org.uk/fe-week](http://www.ncfe.org.uk/fe-week)  
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# prioritising further education.

By NCFE Policy Leader Michael Lemin



The Further Education sector is becoming increasingly difficult to navigate, with policies constantly shifting and uncertainty over the future of skills funding. Apprenticeships in particular are seeing radical changes both in terms of funding and the content of the programmes, and it can be difficult to keep up.

Further Education is crucial to the productivity of the UK workforce, and to filling widening skills gaps. Apprenticeships offer learners the opportunity to gain the skills and knowledge required to work in their chosen career while also getting real, on the job experience. Nothing prepares learners for a working environment like an Apprenticeship.

We're seeing evidence on a near weekly basis about the value of Further Education and vocational qualifications. Over half of graduates are in non-graduate roles; learners who've undertaken a Higher Apprenticeship out-earn their graduate counterparts; Further Education makes learners more employable; by 2020, 3.6 million jobs will require learners who hold a technical or professional qualification.

These positive statistics stand against a backdrop of severe cuts to the Adult Skills Budget (ASB), which most recently suffered a 17% cut announced in the government's Autumn Statement. This was viewed positively in comparison to previous cuts, with suggestions that the

reduction could have been up to 40%. The fact that a 17% cut was considered a relief speaks volumes about the state of Further Education funding.

In times like this, it's easy to see why colleges and training providers are struggling.

The Apprenticeship Levy was a landmark announcement for education and skills. This all but guarantees the funding of Apprenticeship programmes and is geared towards helping the government reach its target of 3 million starts by 2020.

While it's good to see the government's focus on Apprenticeships and promoting the value they bring to learners and employers alike, the target is the wrong focus. As a measure of success, the number of starts is a poor way to evaluate the outcomes of Apprenticeships. It measures the number of Apprenticeships rather than the number of apprentices. It doesn't take into account completions, or whether they led to sustainable careers. It doesn't look at the wages or progression to a fair wage throughout, and after, the Apprenticeship.

### **That's why we're focusing on quality.**

In this difficult time, NCFE is here to support you. From offering a wide range of Apprenticeship qualifications in a number of sectors to offering personal support,

we're dedicated to making your life easier. With NCFE you get a dedicated Centre Support Assistant who's committed to helping you every step of the way. They're only a phone call away, and will always answer the phone to you within two rings.

You'll also get a regional Business Development contact who can help you make the most of the funding available to you, and help you to maximise your curriculum. We also offer a one day certification turnaround, meaning there's no waiting around.

**Don't just take our word for it – we've been included in the Top 50 Companies for Customer Service for two years running, and we're still the only Awarding Organisation to make the cut.**



## EXPERTS

## DR CAROLE EASTON

Chief executive of the Young Women's Trust (YWT)



## Apprenticeships must work for young women too

Huge numbers of women are now taking apprenticeships, but Dr Carole Easton explains why YWT thinks they are missing out "at every level" compared to their male counterparts.

**M**uch has changed since apprenticeships mainly acted as a route into trades for men, with few opportunities for women.

Last year 264,750 women and 235,140 men began apprenticeships, which would seem to represent one of the huge successes of the apprenticeship programme.

However the reality is not so clear cut.

At their best, apprenticeships can offer young people new skills and excellent routes into employment, help employers fill skill gaps and make a huge contribution to a productive economy.

Sadly, not all apprenticeships are created equal and it is young women who are losing out at every level.

We recently reported there is a gender

pay gap in apprenticeships.

And 16 per cent of young women told us they were out of work following an apprenticeship compared to 6 per cent of men.

Gender segregation is also very high in apprenticeships.

For every woman starting an apprenticeship in engineering there are 25 men. In plumbing the ratio is 1:74.

Having asked young people about apprenticeships YWT commissioned a survey of the general population from ComRes and found that university continues to be preferred by middle class parents.

Working class parents were more likely to prefer apprenticeships for their children.

Overall, there is a tendency to see apprenticeships as best suited to young people, under 25 with low academic qualifications and seeking skilled manual work.

Some 89 per cent consider apprenticeships to be equally suited to men and women, but

7 per cent say they are better for men and 3 per cent for women.

In my view, these statistics demonstrate that there is a long way to go before apprenticeships are seen by everyone as a genuine and valued alternative to university degrees and before they become a route to greater equality of opportunities for young women with and without academic qualifications.

## Gender segregation is very high in apprenticeships

Even when young women do consider apprenticeships, they report that there are a number of deterrents.

They have told YWT that poor quality, stereotypical careers advice; lack of confidence; bullying and harassment in male dominated work places — and the portrayal of what constitutes women's work in the media — all contribute to the persistence of job and apprenticeship segregation.

They are also deterred by the lack of

flexible working hours and very poor pay (it is legal to pay an apprentice £3.30 per hour in their first year) — which is completely untenable for most people and particularly for young women who have caring responsibilities.

YWT is making recommendations which can make a difference.

We are asking employers and training providers to take positive action where the numbers of women are disproportionately low.

This could include setting targets, reserving places on courses and providing work experience placements.

To improve the opportunities for those who have left school with few qualifications, YWT is also encouraging employers and training providers to remove any formal academic entry requirements for apprenticeships unless they are directly necessary for performing the role.

We are also asking for clearer data which shows what is happening to women and men during and after apprenticeships.

We want pay and financial support increased and a greater availability of part time and flexible opportunities.

We also want to see improvements in the advice and support given to apprentices before during and after their apprenticeships.

Exeter College is rated outstanding by Ofsted which has praised the excellent progress made there by apprentices. So John Laramy, who will start as principal in April and was previously deputy principal in charge of curriculum, quality and standards at the college, reflects here on the secret of success for its apprenticeship programme.

## JOHN LARAMY

Principal designate of Exeter College



## Maintaining that cutting edge

based on some key foundations.

In my view, at the heart of a successful apprenticeship is partnership. Today, for the majority of providers, it goes three ways between the apprentice, employer and provider.

While I see value in the apprenticeship ethos for people of all ages, and support lifelong learning, the key focus of our college for our apprenticeship provision and the employers we work with is young people, primarily aged up to 24 years of age.

Employers are busy, so it is critical that time is spent to identify the right apprentice, for the right employer.

For our college, this unfunded investment has been a critical element of our success — in fact our current problem is that we have more vacancies than we have candidates.

An apprenticeship programme is a time and capacity commitment for an employer.

To create a programme that is meaningful, valid and robust takes resource, and requires 'two-way' honest conversations

right from the outset.

There are many different providers across the country and we have a responsibility to deliver outstanding training that makes a difference: for businesses this means to the bottom line.

The second critical area is ensuring that we match current industry standards.

As a sector, we have a responsibility to drive innovation and stay at the cutting edge, this is why the right level of funding for apprenticeships is critical.

It is about being prepared to go above and beyond the framework requirement and recognising that sometimes the standard offer is just not enough.

Relevance is about making sure that teaching staff are current, up-to-date and reflective of current practice.

The best teachers bring vocational teaching to life by using examples and experiences. I see apprentices fully engage when great staff share real life situations.

Ambition is about setting standards,

whether a qualification is graded or not, and it's also about encouraging excellence.

Some providers use competition and others use role models, whatever the approach, I believe outstanding teaching and learning manifests ambition.

My hope for the future is that we start to celebrate the difference between full-time and apprenticeship learning, rather than endlessly hunting for the similarity.

The key thing I would ask for is stability; each government sees skills education as a set of chess pieces to be moved.

## It is critical that time is spent to identify the right apprentice

Since 1981 I believe there have been 28 Acts of Parliament, 61 ministers involved and seven different agencies!

Let's make a decision for the benefit of the country, get all party support and stick with a 'generation plan'.

Ruth Sparkes advises providers on how best to promote their apprenticeship programmes.

We have, in our marketing armoury, lots of ammunition when it comes to recruiting potential students and persuading them that getting an apprenticeship is a good idea

There are specialist magazines, prospectuses, websites, job-matching services, mobile apps, social media, bumper stickers — not to mention the national weeks dedicated to raising the awareness of apprenticeships.

We have built this arsenal because to get students' attention there is a lot of competition.

Schools are competing with colleges, colleges and training providers are both working and competing with employers — and each other — while employers are working and competing with universities to sign-up the potential 'high flyers'.

But because apprenticeships are not A-levels, parents and the media are not particularly interested in them, or well informed about them — we need to continually tell the world about how successful young people who complete apprenticeships really are.

Apprenticeships still suffer from a tainted reputation.

## RUTH SPARKES

Managing director of marketing and education media and PR agency EMPRA



### Sending out the right messages

Just last month, an inquiry was launched to look at how the Government proposes to achieve its target and how standards can be maintained and enforced.

And the Sutton Trust recently reported 60 per cent of apprenticeships are currently set at GCSE standard (level two), with too many offering 'little value beyond traditional work experience placements'.

After reading this, put yourself in our audience's shoes — do we look like we're trying to pass off a pig's ear as a silk purse?

I often maintain that marketing is not about papering over the cracks. Even though apprenticeships are a long way off being perfect, there are some obstacles that we can identify and overcome.

We need to accept there isn't parity of esteem for apprenticeships and complaining about this is a waste of time.

Schools and universities are major influencers and they are not currently singing the praises of apprenticeships — a Russell Group university will not look

favourably on apprenticeships as a route to their brand of higher education.

Look at local schools' websites — if there's an alumni page, how many listings mention ex-students going off to complete an apprenticeship?

In the blurb about the school or under 'destinations', is there a list of students who go on to apprenticeships after GCSE or A-levels? I'm guessing not.

Colleges aren't so hot at this either.

In the media we see plenty of stories about students who are Oxbridge bound, but not many about students who are apprenticeship bound. It's not a criticism; it's just not 'news'.

My first tip would be keep the messages simple.

Have at least three messages for your different audiences — for parents and apprentices your message might be 'employers are hungry for certain skills and this is the most cost effective route to a valuable career — debt free!

Secondly, use current national stories — topics to piggyback on currently include skills shortages, mindfulness, women in STEM, males in primary schools, aerospace and Europe.

We used GCSE results day last year to get an apprentice on ITV's This Morning.

Thirdly, find a personal or unusual angle. Look for something unique.

**We used GCSE results day last year to get an apprentice on ITV's This Morning**

We've used ex-soldiers who've retrained in construction — Baghdad to Battersea — and a costume apprentice at the English National Opera.

Finally, beware the stereotype. Even high quality images of females painting nails and males laying bricks do nothing to further our cause.

## STEPHANIE PALMER

Former apprentice for Fujitsu, apprentice ambassador for GetMyFirstJob and winner of the 2015 West Midlands Higher Apprentice of the Year Award



### Reaping the long-term benefits

Stephanie Palmer advises employers on the best ways to mentor apprentices to become long-term assets to a company.

After spending eight months studying sports therapy at university, I decided that it was not the right route for me.

I was unhappy with the quality of the course I was paying a huge amount for and decided to explore other non-university career paths.

At school, training as an apprentice wasn't endorsed with equal merit as going to university, so I hadn't really seen an apprenticeship as a viable route.

But after being disappointed with my university experience, I decided to research the option.

It was then that I came across the opportunity to work as an apprentice business coordinator for Fujitsu.

I leapt at the chance to train with such a

highly regarded company.

The prospect of walking into a real working environment was quite daunting — far more intimidating than turning up for the first day of fresher's week at university.

But as soon as I started my apprenticeship these nerves were put to rest.

I was working in a fun and supportive environment that was driving my career forward and allowing me to learn while earning.

As I progressed over the three years of my apprenticeship, I saw a need within the company for someone to mentor new intakes.

I was appointed as the overarching apprentice mentor for Fujitsu UK and Ireland to ensure Fujitsu could support them professionally and that they completed the scheme as highly trained and experienced employees.

From my experience of running apprenticeship workshops and as an

apprentice ambassador, there are a few key steps I believe employers can take to ensure that they mentor successful apprenticeships.

Firstly, take the time to find the right candidate.

The most important attribute for an apprentice is an eagerness to learn and a passion for your company.

**Apprentices are here to learn and making mistakes and learning from them is a part of that**

If a candidate does not seem fully engaged at the start, they are less likely to stay with your company after their training.

If you have invested valuable time and money into their training, of course you would be disappointed to see them leave, so it is important not to rush the hiring process and make sure they are passionate about their role

and training and the company itself.

Secondly, foster a happy working environment.

Be mindful that this is likely to be the first working environment that your apprentices have worked in.

This is naturally daunting, so in order to keep the candidates motivated, it is important that they feel relaxed and comfortable in the working environment and with their new colleagues.

A great way to achieve this is to ensure they are integrated fully into the workplace and treated as other permanent members of staff would be.

A nice strategy to introduce is allocating an individual mentor or 'buddy' to each apprentice.

This is something that has worked really well at Fujitsu, allowing the apprentices to have a friend and sounding board for any concerns they might have.

And finally, allow them to make mistakes.

Mistakes happen, particularly in your first working role.

The beauty of an apprenticeship, is the opportunity it provides to learn in a real place of work, so it is important that employers remember apprentices are here to learn and making mistakes and learning from them is a part of that.

What is crucial is that they are shown constructively how to get around issues, feel supported and learn from these mistakes.

# GUIDE TO EVENTS



## Apprenticeships

National Apprenticeship Week  
14–18 March 2016

This year's National Apprenticeship Week will celebrate how apprenticeships can help individuals and businesses plan and achieve their ambitions of 'rising to the top'.

All across the country, businesses, schools, colleges and training organisations are holding events to showcase the fantastic opportunities available through an apprenticeship.

These include job swaps, with MPs and college leaders becoming apprentices for the day, open days by leading apprentice employers such as United Utilities and Channel 4, and delicious dinners prepared and served up by apprentices.

FE Week's very own Annual Apprenticeship Conference, now in its second year, will also be taking place from Wednesday to Friday, with talks and workshops to guide providers, employers and assessment bodies through the maze of apprenticeship reforms.

The events listed on these pages give a flavour of the action taking place during National Apprenticeship Week.

### PHOTOS FROM NAW 2015:



1. Boles - Skills Minister Nick Boles tried his hand at being an apprentice at Holition, a reality solutions and software provider in London where over 40 apprentices were in attendance
2. Middlesbrough College - Level two accountancy apprentice Laura Nolan (right) took the reins from Middlesbrough College principal Zoe Lewis (left)
3. Bolton College - Twelve motor vehicle apprentices, including Amy Cosford (pictured) showcased the high standard of work that apprenticeships can cultivate when they went head-to-head in Bolton College's STEM Centre.
4. Newcastle College - Newcastle College Performance Academy dance students surprised passers-by at Grey's Monument with a flash mob to help raise awareness of the benefits of apprenticeships

# MOND

### LEEDS APPRENTICESHIP FAIR 2016

LOCATION: THE FIRST DIRECT ARENA, LEEDS, WEST YORKSHIRE

TIME: 5PM – 8PM

### BERKSHIRE APPRENTICESHIP ADVENTURE

LOCATION: GREEN PARK CONFERENCE CENTRE, 100 LONG WATER AVENUE, GREEN PARK, READING, RG2 6GP

TIME: 8:45AM – 9:45AM

### MIDKENT COLLEGE MADE BY APPRENTICES

LOCATION: MAIDSTONE CAMPUS, OAKWOOD PARK, TONBRIDGE ROAD, MAIDSTONE, KENT ME16 8AQ AND MEDWAY CAMPUS, MEDWAY ROAD, GILLINGHAM, KENT ME7 1FN

TIME: THROUGHOUT THE DAY, ALL WEEK

### THE APPRENTICE GAMES

LOCATION: UNITED UTILITIES, HAWESWATER HOUSE, LINGLEY MERE BUSINESS PARK, LINGLEY GREEN AVENUE, GREAT SANKEY, WARRINGTON WA5 3LP

TIME: 9AM – 5PM (MONDAY TO FRIDAY)

### APPRENTICESHIPS4ENGLAND RECEPTION HOSTED BY GORDON MARSDEN, MP

LOCATION: PORTCULLIS HOUSE, LONDON

TIME: 3PM – 4PM

### OPEN DOORS @ ESCAPE STUDIOS

LOCATION: ESCAPE STUDIOS – SHEPHERDS WEST, ROCKLEY ROAD, LONDON, W14 0DA

TIME: 6PM – 8PM

# DURING NAW 2016

## DAY 14

Young people, parents and carers are specially invited to an event that could lead to a "proper job" with real pay and quality training. Hundreds of live apprenticeship vacancies to apply for on the evening including information on higher apprenticeships and the opportunity to discuss alternative routes to higher education. Learners should bring CVs on the evening.

Previously held at Legoland, this event targets both employers and young people who are invited to an occasion that could lead to a proper job with real pay and quality training. Young people can apply for hundreds of live apprenticeships on the evening. Information on higher apprenticeships and the opportunity to discuss alternative routes to higher education are also available. Learners should bring CVs on the evening.

MidKent College will be holding a series of events featuring ex-apprentices to motivate and inspire students to think about apprenticeships as their next option and the doors they can open within their chosen industry.

Inspired by the Hunger Games films, United Utilities apprentices will be taking part in the Apprentice Games throughout National Apprenticeship Week. Ten apprentices from four business areas will compete for points in a range of activities, from taking selfies to community volunteering. At the end of the week apprentices from the business area with the most points will win a tour around Bentley Motors headquarters in Crewe.

Shadow Skills Minister Gordon Marsden MP will host a reception for the apprentices and apprentice organisations who won at the Apprenticeships4England Awards, held at the end of February.

Come and hear first-hand from tutors and industry professionals about their routes into the industry, what the in-demand skills are and how you can kick start your career within this vibrant creative area, using digital tools to help shape the future of the UK VFX industry.

## TUESDAY 15

### SANTANDER HOSTED EVENT FOR HIGHER AND DEGREE APPRENTICESHIPS AND APPRENTICESHIP EXPO EVENT

**LOCATION: EXETER COLLEGE TECHNOLOGY CENTRE**  
**TIME: 7:30AM – 8PM**

The Exeter and Heart of Devon Employment and Skills Board will be showcasing retail and fashion including a series of fashion shows, hair and beauty demonstrations and much more, all from local apprentices. Information advice and guidance will be offered throughout the day. From 15:45 - 16:45 a presentation to employers will be given. The event will then carry on from 17:00 - 20:00.

### LIVERPOOL CITY REGION APPRENTICESHIP HUB

**LOCATION: LIVERPOOL ONE, HILTON LIVERPOOL HOTEL, L1 8LW**  
**TIME: 9AM – 8PM**

The Liverpool City Region Apprenticeship Hub will be running a series of events based at Liverpool One in the square. They will be showcasing retail and fashion including a series of fashion shows, hair and beauty demonstrations and much more, all from local apprentices. Information advice and guidance will be offered throughout the day.

### YOUR FUTURE CAREERS FAIR

**LOCATION: BARNSELY COLLEGE**  
**TIME: 9AM – 3PM**

Barnsley College is holding a Your Future Careers Event in partnership with Barnsley and Rotherham Chamber of Commerce. This event is for Barnsley College students to attend and see what apprenticeship opportunities there are in the local area. Employers from across South Yorkshire have been invited to attend.

### TRAILBLAZERS IN LAW EMPLOYER EVENT

**LOCATION: GRAYS INN, LONDON EC1V 0HB**  
**TIME: 4PM – 5.30PM**

City University and CILEx Law School are hosting a launch event in London for the Solicitor Trailblazer and Paralegal Trailblazer, which they will be offering from September 2016. Law firms and in-house legal departments are invited, and will hear from both organisations and from ITV's Legal Department who are taking on the first solicitor apprentice in an in-house department. There will be a presentation from 4.30 to 5.30pm and then drinks and networking.

### THE BRIGHTSTART SCHEME

**LOCATION: DELOITTE LONDON, HILL HOUSE, 1 LITTLE NEW ST, EC4A 3TR**  
**TIME: 4:30PM – 7:30PM**

You can discuss all of what Deloitte's BrightStart Business Apprenticeships have to offer at this event. The drop-in sessions will also include interactive business game, the chance for students to practise key skills and many opportunities to learn more about our business and our teams.

The event will include:

- Welcome speech and presentation: learn about Deloitte and the BrightStart scheme
- Office Tour
- Panel discussion for parents, teachers, and other influencers plus business game for students
- Informal careers fair, refreshments and networking

### WEST SUFFOLK COLLEGE APPRENTICESHIP DINNER

**LOCATION: EDMUNDS RESTAURANT, WEST SUFFOLK COLLEGE, OUT RISBYGATE, BURY ST EDMUNDS IP33 3RL**  
**TIME: 6.30PM – 9.30PM**

West Suffolk College's catering and hospitality apprentices have come together to host a meal to showcase their skills to parents and employers. A pre-competition between apprentices has taken place in order to organise the menu for the evening.

# GUIDE TO EVENTS

## WEDNESDAY 16

### ALLPAY LIMITED - APPRENTICESHIP NETWORKING EVENT

**LOCATION:** WHITSTONE BUSINESS PARK, WHITSTONE, HEREFORD HR1 3SE  
**TIME:** 9AM – 11AM

This Employer breakfast/evening networking event has also invited some additional guests to share their experiences from various sides of the apprenticeship model.

It is aimed at a range of people whether they would like to start looking at apprenticeships, already do them but want to learn more about how someone else does them, or it's not even on your radar. For one morning AllPay Limited would like to open their doors and invite you in for a breakfast roll and a drink.

### SUSSEX DOWNS COLLEGE – PROFESSIONAL TRAINING KITCHEN OPEN WORKSHOP

**LOCATION:** KING'S BISTRO AND RESTAURANT, SUSSEX DOWNS COLLEGE, CROSS LEVELS WAY, EASTBOURNE, EAST SUSSEX BN21 2UF  
**TIME:** 11:30AM – 1:30PM

See this professional training kitchen in action as well as the student-run King's restaurant, where members of the public can book to have lunch. This is an opportunity to understand more about recruiting a hospitality apprentice or training-up and improving the skills of your current workforce.

### JACE CAREERS ADVICE CABIN

**LOCATION:** JACE TRAINING, THE COFFEE CABIN, JANCETT HOUSE, WALLINGTON, SURREY SM6 0EU  
**TIME:** 1PM - 5PM

JACE Training is hosting a Careers Advice Cabin. The afternoon will offer coffee and advice on traineeships and apprenticeships, plus a chance to speak with experts in childcare and catering and apprentices themselves. Jancett Childcare will also be available to talk about career opportunities within the Jancett Day Nurseries and Playsafe Clubs.

### OPEN EVENING AND JOBS FAIR, PM TRAINING

**LOCATION:** ATLAS WORKS, COLLEGE ROAD, HANLEY, STOKE-ON-TRENT  
**TIME:** 4PM – 7PM

PM Training will be running a series of workshops on apprentice standards, Q&A with local employers and apprentices, improving apprentice application success, financial support and interactive fun sessions for young people.

### OPEN DOORS @ CHANNEL 4

**LOCATION:** CHANNEL 4, 124-126 HORSEFERRY ROAD, LONDON SW1P 2TX  
**TIME:** 6PM – 8PM

Major broadcaster Channel 4 is opening its doors to the next generation of creative talent. As it will be National Apprenticeship Week, current Channel 4 apprentices will be running the show. Hear from apprentices and their colleagues what it's like to work at Channel 4, how the commissioning and sales departments work and find out more about UK Tribes.

## AAC | 2016

**FE WEEK ANNUAL APPRENTICESHIP CONFERENCE AND EXHIBITION 2016**

ICC BIRMINGHAM | WEDNESDAY 16 - FRIDAY 18 MARCH

FEWEEKAAC2016.CO.UK | #AAC2016

**LOCATION:** THE INTERNATIONAL CONVENTION CENTRE, BROAD STREET, BIRMINGHAM B1 2EA

**TIME:** 12NOON – 5PM

This three-day conference and exhibition will support apprenticeship providers, employers and assessment bodies during a time of major reform and uncertainty, and will include speeches from government minister and shadow cabinet members. Wednesday's focus will be on apprenticeship system reform, and will cover fees, funding, levy and digital vouchers. Key speakers include David Hill, director of apprenticeships across the Department for Business, Innovation and Skills and Department for Education.

## THURS

### ENGINEERING APPRENTICESHIP TRAILBLAZER EMPLOYER BRIEFING SEMINARS

**LOCATION:** TOYOTA MOTOR MANUFACTURING LTD, BURNASTON, DERBYSHIRE, EAST MIDLANDS, DE1 9TA  
**TIME:** 8AM – 12NOON

### TORBAY AND SOUTH DEVON NHS FOUNDATION TRUST OPEN DAY

**LOCATION:** HORIZON CENTRE, TORBAY HOSPITAL, LOWES BRIDGE, TORQUAY, DEVON TQ2 7AA  
**TIME:** 10AM – 5PM

### KENDAL COLLEGE JOBS AND APPRENTICESHIP FAIR

**LOCATION:** KENDAL COLLEGE, MILNTHORPE ROAD, KENDAL, CUMBRIA, LA9 5AY  
**TIME:** 1PM – 5PM

### WEST KENT HOUSING ASSOCIATION OPEN AFTERNOON

**LOCATION:** 101 LONDON ROAD, SEVENOAKS TN13 1AX  
**TIME:** 2PM – 4PM

### WALSALL COLLEGE RISE TO THE TOP EVENT

**LOCATION:** WALSALL COLLEGE, WISEMORE CAMPUS, LITTLETON STREET WEST, WALSALL, WS2 8ES  
**TIME:** 5PM – 6PM

### FE WEEK ANNUAL APPRENTICESHIP CONFERENCE

**LOCATION:** THE INTERNATIONAL CONVENTION CENTRE, BROAD STREET, BIRMINGHAM B1 2EA  
**TIME:** 8AM – 5.30PM

20 KEYNOTE SPEAKERS | 40+ WORKSHOPS  
REGISTER TODAY AT FEWEEKAAC2016.CO.UK

# DURING NAW 2016

## DAY 17

To brief employers in the Advanced Manufacturing and Engineering Sector on the latest developments of Trailblazer apprenticeships and outline the various support services and funding reforms that will help in the recruitment to and management of apprenticeship training programmes. The key aims are to find out:

- What is a Trailblazer Apprenticeship?
- How can your business benefit?
- How can you become involved?
- What support is available for you both in terms of funding and the management of delivering of a Trailblazer apprenticeship training programme?

Those attending will have chance to meet key speakers and apply for live vacancies.

The event is open to everyone. All ages, educational background and experience levels. Bring along your updated CV and come and take a look around.

This open afternoon, organised by West Kent Housing Association's apprentices, will give an insight in being an apprentice and the work that they do at West Kent. This informal open day for West Kent staff, stakeholders and members of the public will include 'my stories' from the apprentices, general questions and tea and coffee.

Walsall College is inviting students looking to get on the career ladder after finishing school this summer, to come along to its 'Rise to the Top' apprenticeship information event. The event will give students and their parents a chance to find out more about the benefits of an apprenticeship, how to find an employer and apply for vacancies. There will also be an opportunity to have a go at practical activities, speak to current apprentices and see what vacancies are currently available. Staff from the college's job shop will also be on hand with interview advice and tips on writing CVs and completing the National Apprenticeship application form.

This three-day conference and exhibition will support apprenticeship providers, employers and assessment bodies during a time of major reform and uncertainty, and will include speeches from government minister and shadow cabinet members. Thursday's focus will be from frameworks to standards. Key speakers include Sir Michael Wilshaw, Ofsted chief inspector, and Nadhim Zahawi, joint chair of the Apprenticeship Delivery Board.

PS | 45+ EXHIBITORS | 1,000 DELEGATES  
O.UK | USE CODE: FEWEEK FOR 20% OFF

## FRIDAY 18

### NEW ANGLIA EMPLOYER EVENT

**LOCATION: THE FORUM, MILLENNIUM PLAIN, NORWICH, NR2 1TF**  
**TIME: 10:00 - 16:00**

This event put on by Norwich ambassadors aims to support employer engagement and raise awareness of apprenticeships and traineeships.

### CHILTERN TRAINING: DAY IN THE LIFE OF AN APPRENTICE

**LOCATION: CHARLES HUNTER ASSOCIATES, UNIT 14, THE AQUARIUM, 1-7 KING STREET, READING, BERKSHIRE, RG1 2AN**  
**TIME: 10AM - 11AM**

MP Alok Sharma will be helping to promote local businesses taking on apprentices. Mr Sharma will be assisting the work of two apprentices at Charles Hunter Associates.

### BACK TO THE FLOOR WITH TRESHAM APPRENTICES

**LOCATION: TRESHAM COLLEGE OF FURTHER AND HIGHER EDUCATION**  
**TIME: 10AM - MIDDAY**

Tresham College of Further and Higher Education's leadership team will be shadowing apprentices in motorsport and the care sector to get a taste of what a day in the life of one the college's apprentices is like. David Higham, vice principal for business development & customer experience and Corrie Harris, director of skills and commercial business and quality assurance will have the chance to work alongside apprentices whilst they train for the workplace.

### CITY COLLEGE COVENTRY HAVE A GO!

**LOCATION: CITY COLLEGE COVENTRY, 50 SWANSWELL ST, COVENTRY CV1 5DG**  
**TIME: 10:30AM TO 1:30PM**

City College Coventry will be holding taster activities in their North Foyer, including an apprenticeship information stand. Have a go at the motor vehicle activities on offer and find out more about apprenticeships and how they can help you rise to the top. Staff will be on hand to answer your questions throughout sessions.

### SALFORD CITY COUNCIL MEET THE EMPLOYERS

**LOCATION: SALFORD CITY COLLEGE FUTURE SKILLS CAMPUS**  
**TIME: 11AM - 2PM**

'Meet The Employers' is a local event for young people aged 16-24 from Salford, who are currently unemployed but actively seeking jobs and apprenticeship opportunities in the local area. The event will give young people an opportunity to meet local employers, find out about current employment and training opportunities and discuss how to apply or improve their chances of getting employed in the future.

## DON'T MISS OUT ON THE BIGGEST APPRENTICESHIP CONFERENCE OF THE YEAR.

### FE WEEK ANNUAL APPRENTICESHIP CONFERENCE

**LOCATION: THE INTERNATIONAL CONVENTION CENTRE, BROAD STREET, BIRMINGHAM B1 2EA**  
**TIME: 8AM - 2PM**

This three-day conference and exhibition will support apprenticeship providers, employers and assessment bodies during a time of major reform and uncertainty, and will include speeches from government minister and shadow cabinet members. Friday's focus will be on assessment - plans, end-point assessments and approved organisations. Speakers include Skills Minister, Nick Boles..



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