

**Our  
future.  
It's in  
our hands.**



# Apprenticeships Campaign Pack



February 2009



## Introduction

Welcome to the Apprenticeships Campaign Pack! This pack is designed to give you all the information you need so that you are fully informed about the exciting developments and activities that will be happening to Apprenticeships in 2009.

Included in this pack are PR materials so that you can share information about Apprenticeships and help us show that Apprenticeships “Make Things Happen!” We want as many partners as possible to get involved which is why we have put this pack together. Please feel free to pick and choose which of the below you would like to use – if you have any problems please contact us on [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk) or on 0207 413 3400.

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# Background briefing

In January 2008 the Government's strategy for building the future of Apprenticeships in England was announced by the Prime Minister. Within this is the formation of a National Apprenticeship Service, a distinct and separate service which will come into full effect by April 2009. The service will allow employers to recruit, and potential apprentices to apply, for posts online and incorporate a team of people dedicated to getting people into Apprenticeships.

Central to this strategy is the ambition that Apprenticeships unite all of us, and for more people and employers to view Apprenticeships as a quality offer that is central to our future economic and community success. An ambition that is set to alter the social fabric by positively changing attitudes – of the public, workforce and influencers – so there is a stronger recognition of the benefits Apprenticeships bring.

There is a danger in the current economic climate that employers may reduce their training budgets and reduce the number of apprentices they take on and keep on. Clearly we need to continue to ensure an adequate supply of places, particularly as the demand for Apprenticeships from both young people and adults is expected to increase. Therefore for the remainder of this financial year we will focus on both maintaining and increasing the number of Apprenticeship places. We are also keen to set a narrative which doesn't linger on the negative connotations of the economic situation but instead highlights the opportunities and benefits to retain existing apprentices, bring in more, or train existing keen and enthusiastic staff.

The core objective of the Apprenticeships campaign in February – March 2009 is to ensure the sufficient supply of Apprenticeship places by motivating and galvanising more employers to retain, take on or offer more Apprenticeships. This will be achieved by improving the image and understanding of Apprenticeships amongst employers by positioning apprentices as well-motivated, talented individuals who have actively chosen to pursue a vocational training route (rather than defaulted into it) and who will therefore genuinely contribute to the success of their business.

The campaign is a celebration of the kind of people apprentices are and the contribution they make to business. Sir Alan Sugar acts as the spokesperson for the campaign, lending his own credibility as a successful business person to deliver the **central message** that

- 'Apprenticeships make things happen' (for business, for employers, for the individual.)

**Core messages include:**

- the quality of apprentices (they are motivated, hard-working and committed 'doers')
- the tangible contribution they make to business success
- the range and relevance of Apprenticeships across all sectors (including non-traditional).

**The Apprenticeships campaign forms a central part of the wider skills campaign, 'Our future. It's in our hands' designed to positively change attitudes of employers and individuals about learning and skills and the real help available.**

An integrated, multi-channel campaign is designed to take this messaging and build it along the customer journey through the use of TV, radio, national, regional & sector press, online and search activity alongside ongoing reputation building PR. Four national seminar events with Sir Alan are planned across the country to motivate employers and engage them in a dialogue. Stakeholder activity is designed to seed and reinforce the messaging building a sense of momentum amongst stakeholders.

**Dates for your diary:**

**January:** Stakeholder activity, PR and regional communication to partners

**February:** TV (2nd February – 1st March,) Radio, Search, PR, sector and events activity

**Feb/Mar:** Apprenticeship Week support, Apprenticeships Awards closing date for applications and PR, Radio, search and sector activity

**Apprenticeships Week – 23rd-27th February**

- *Make things happen day:* an opportunity to shadow leaders e.g. Apprentice, a Minister, Apprentice Fire Chief

*Cost Benefit Analysis:* research demonstrating how apprentices significantly add value in the current climate

*Sir Alan Sugar national seminar:* start in London (see update below)

*Launch of new sports*

*Apprenticeship:* with the media, Ministers and stakeholders

*Media and stakeholder*

*roundtable:* a discussion on the role of NAS

*Radio and Web-chat day:* launch of National Apprenticeships Service story

*Proud to employ apprentices:* Large employers celebrate their apprentices and promote benefits in current climate

**Apprenticeship Awards –**

Applications to this year's Apprenticeship Awards opened on January 8 with a story celebrating the role apprentices have played in the history of the nation. By highlighting what England might have looked like without iconic landmarks built by apprentices such as Blackpool Tower, we have been able to dramatically demonstrate the value of apprentices over the ages. You haven't got long - closing date for Apprenticeship awards entries is 27 February – see [www.apprenticeships.org.uk/awards](http://www.apprenticeships.org.uk/awards)

**Stakeholder activity –** Engaging stakeholders to take ownership of events and activities in the run up to and during Apprenticeship Week

**National Apprenticeship Seminars with Sir Alan Sugar –**

London (26th Feb), Leeds (4th Mar), Newcastle (12th Mar), Birmingham (19th Mar) – aimed at employers, these seminars are open to employers from across the country to find out more and to get involved by asking questions about how Apprenticeships can benefit their business. See [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) for more information.

- Apprenticeship vacancies now accessed online through [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)
- Newly enhanced Apprenticeships branding guidelines – March/April 2009
- New marketing materials – March/April 2009
- Launch of National Apprenticeships Service – April 2009

**Need more information on how to get involved?  
Please contact us:**

Campaign Resources Site–  
[www.lsc.gov.uk/campaignresources](http://www.lsc.gov.uk/campaignresources)

Skills Campaign line for our partners and stakeholders –  
0207 413 3400 (office hours)

Campaign web address and telephone number –  
[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) /  
08000 150 600

## What's new?

Simon Waugh is the Chief Executive of the new National Apprenticeships Service (NAS) which is due to launch in April 2009. Simon will take up his post officially on 2 February. The NAS will deliver an expanded Apprenticeship programme and will provide a single point of contact for employers who want to offer Apprenticeships and for prospective apprentices. The NAS will take over from the LSC for the delivery of Apprenticeships.

### Expanding Apprenticeships Announcement

On 17 January 2009, the Prime Minister Gordon Brown announced a further £140m in funding for 35,000 new Apprenticeship places as the Government leads the way, showing businesses that they can and should invest in skills, even in the most difficult economic circumstances. Major high-street retailers, such as Superdrug, Sainsbury's and Tesco, have also announced that they are expanding their Apprenticeship programmes: Superdrug will take on a further 1,000 apprentices by August 2009, Sainsbury's recently quadrupled the number of apprentices across its stores to 465, and Tesco plans to take on a further 800 apprentices.

Over the past decade, the number of young people and adults starting high-quality Apprenticeships has almost trebled, with 224,800 starts last year (2008) and more than 110,000 individuals completing their Apprenticeships in 2007.

In October 2008, the first of 500 apprentices started work in Government departments across Whitehall as part of a pilot scheme to increase Apprenticeship opportunities in the public sector. As part of this, Secretary of State John Denham, has become the first Cabinet Minister to have an apprentice working in his office while a further nine apprentices will shortly begin work in the Department of Innovation, Universities and Skills (DIUS).

### Apprenticeship vacancies online

The National Apprenticeship Service (NAS) launches in April 2009 creating for the first time, a distinct organisation to lead on the growth and development of Apprenticeships in England. A unique feature of the NAS is an online system where employers can advertise their Apprenticeship vacancies and where young people and adults looking for vacancies, can find Apprenticeship opportunities.

The web based system is used by candidates, employers and training providers to facilitate and streamline the process of linking apprentices with employers in an efficient, effective and user friendly way.

For employers, this free service ensures they reach the widest number of motivated people and recruit whilst using their own selection processes.

For the first time individuals can search for an Apprenticeship on a simple to use, safe site that carries vacancies from across England. Searching and applying is quick and easy, and Apprenticeship vacancies can be viewed by location and sector.

Vacancies will be managed by trained staff to ensure that candidates applying for vacancies are supported and offered additional help if unsuccessful. All vacancies are monitored to ensure they meet equality and accessibility legislation.

The online system can be accessed through:  
[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

# Campaign strategy

This section of the Apprenticeships Campaign Pack tells you everything you need to know about our overarching campaign approach as well as the detail of our communications plans. It is designed to help you understand our strategy and to gain maximum impact from your activity by timing it to coincide with key moments in the campaign.

This section includes information on our:

- Campaign objectives
- Target audiences
- Key messages
- Communications channels
- Apprenticeship Week
- Apprenticeship Awards
- Apprenticeship Seminars
- Contact details and information about our Campaign Resources Site

## Apprenticeships Campaign Objectives

- Motivate and galvanise more employers to take on or offer more Apprenticeships.
- Improve public, employer, workforce and influencers' attitudes towards Apprenticeships (both in their own right and compared to other forms of learning) by communicating the benefits and challenging the barriers.
- Demonstrate the government's support and investment in Apprenticeships as part of investing in England's future economic prosperity.
- Position Apprenticeships as a positive career choice and create a sense of pride and achievement to inspire more successful apprentices and their influencers.
- Protect, grow and strengthen the brand and reputation of Apprenticeships in the current and future economic climate.

## Audience

Employers (new and participating)

Marketing will target a) non-participating employers (primary focus) and b) employers who already have apprentices.

Below the line activity will be used to increase pride in Apprenticeships amongst participating employers. This will include showcasing employers and apprentices within PR activity. We know that employers like to hear about Apprenticeships from other employers and organisations who advise employers.

Some sectors show greater potential to increase Apprenticeship numbers than others. We will work with the UKCES and Sector Skills Councils (SSCs) individually to develop sector specific plans (including how SSCs can use and extend the campaign with their own members).

Please note: Future activity aimed at parents (and possibly young people) to be confirmed for later in the year.

## Key Messages

**Task:** Encourage employers to offer as many Apprenticeship places as they can

**Barriers:** From previous research we can see that employers have several barriers for not considering Apprenticeships. These are:

1. Employers view apprentices as non-academic candidates, who don't have the ability to go onto further education. They often have the misconception that they will be employing an individual with low self belief, little confidence, poor motivation, and limited horizons.

2. Employers are worried by the economic climate, they fear for the future of their business. They see training and Apprenticeships as a cost that their business can ill afford rather than an investment that will help safeguard their future.

3. Employers don't think apprentices are relevant for them. They think of them as old-fashioned, associated with manual career paths, particularly in "blue-collar" sectors such as Construction. They don't realise the range and scope of Apprenticeships now available.

**Messaging:** In order to overcome the barriers facing employers we suggest messaging areas that directly tackle them:

1. Communicate the hardworking, ambitious nature of apprentices, highlighting that apprentices are "doers" who like to make things happen for themselves and therefore for your business.

2. Communicate that in a time of recession the most important thing to consider is how to help your business survive and come out on top. Apprenticeships provide you with an enthusiastic workforce who bring in new skills and become loyal employees in order to help you make your business more robust and successful.

3. Communicate the range of roles apprentices can fulfil across a variety of sectors, therefore demonstrating that there is an Apprenticeship out there that could benefit your business.

## Communication Channels

Employers will be engaged through a National TV campaign and a range of supporting media activity, and employer focused conferences/seminars (series of seminars fronted by Sir Alan).

Television driving awareness and changing perception to create positive opinion about Apprenticeships:

- Targeted at ABC1 adults to ensure access to quality peak-time programming to maximise conversion to core employer audience
- Heavyweight campaign to ensure stature and cut-through in broadcast communications: 500 TVRs 80% @ 6 Opportunities To See (OTS).
- Campaign to run for 4 weeks, **2nd Feb – 1st March** to drive awareness prior and during Apprenticeship Week (23rd – 27th February)

Radio (national and local) will be used to amplify and extend the impact of TV advertising with proven effective reach and impact against an employer audience with Train to Gain results showing radio returning a strong contribution on leads (particularly on-line leads).

Radio is a highly engaging and trusted medium for an employer audience while also offering the ability to target the employer on the way to and from work while also infiltrating the workplace itself, allowing employers to immediately act on messaging:

- Heavyweight campaign delivering 60% @ 13 Opportunities To See
- Campaign to run for 4 weeks, **23rd February – 22nd March** to amplify the impact of TV advertising during Apprenticeships Week while also extending campaign messaging into March to optimise the reach of the campaign over time

**National Press** to run from **23rd February** with placement in news and business sections of national papers, lending the campaign stature, impact and credibility. A selection of broadsheets to tabloids to be used to ensure coverage against all employer sizes (tabloids effective at reach SME audience).

Regional press to run from 23rd February to ensure penetration of message to SME audience on a local level within a trusted medium, while supporting regional and local marketing efforts.

**Key trade & business titles** will further supplement activity to deliver message in highly relevant environments delivering additional substance and relevance to the message.

**Search advertising** will run for the duration of the campaign (February through to the end of March), to ensure employers who are searching for further information will be directed to the campaign site. This will signpost employers to specific help when advertising Apprenticeship vacancies (the online system). [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

**Online advertising** will associate and align the Apprenticeship message with recession busting advice increasingly available to employers via dedicated services on the web (e.g. newsletters, bulletins, Q&A advice forums etc).

## **Apprenticeships Communications Plan**

### **Contact Details**

Skills Campaign line for our partners and stakeholders – 0207 413 3400 (office hours)

Campaign web address and telephone number – [apprenticeships.org.uk](http://apprenticeships.org.uk) / 08000 150 600

### **Campaign Resources Site (CRS)**

The Campaign Resources Site is regularly updated with any materials or artwork produced by the LSC for Apprenticeships. Please email Granby if you would like any Apprenticeships materials in stock, the details for Granby and the information they require when placing an order are on the Campaign Resources Site.

Apprenticeship Materials available:

- Refreshed Employer Brochure – The proven way to train your workforce. Available to order from 2nd Feb
- Refreshed Learner Brochure – Interested in earning while you're learning? Take a look at Apprenticeships. Available to order from 2nd Feb

There will also be templates of artwork available from W/C 2nd Feb including:

- Pop up banners
- Regional press adverts
- Posters

### **Creative Route**

The creative route of the TV advertisement is fronted by Sir Alan Sugar. As a successful businessman, Sir Alan Sugar is ideally placed to talk to the business community. He has attributes of being hard working, bright, enthusiastic, unafraid of ambition, unafraid of responsibility and of succeeding through a non traditional path that makes him a credible spokesperson for Apprenticeships.

### **FAQs**

- Frequently asked questions for employers, parents and parents/advisers are available on the [apprenticeships.org.uk](http://apprenticeships.org.uk) website.

# Apprenticeship Week

## Introduction

Apprenticeship Week 2009 will engage with employers, learners, parents, stakeholders and media up and down the country, helping to raise the profile of Apprenticeships. At national level we are in the process of putting together a programme of activities that will be held during the Week, building on the success of 2008 and creating opportunities to talk to employers and stakeholders across the country about the benefits of Apprenticeships.

## Objectives

The objectives for Apprenticeship Week dovetail, and in some cases will be the same, as the objectives for the on-going Apprenticeship PR plans:

- To maximise on the awareness raised by the TV advertising and raise awareness of Apprenticeships among all audiences
- To provide a strong employer call to action to offer apprenticeship places
- To reach out to stakeholders and encourage them to act both as an advocate and as a channel to members / end-users
- To raise awareness of the National Apprenticeship Service (NAS) and its new director

## Audiences

- Employers, all sizes
- Stakeholders (to include businesses, skills and education bodies, SSCs, FE colleges and training providers)
- Influencers (parents, teachers)
- Potential apprentices

Activity during the week will be targeted 80% at employers and stakeholders, and 20% at learners. However, employers are also consumers and therefore in some cases will be reached through consumer media.

Why not get involved? All you need to do is to organise an event or activity in Apprenticeship Week – take a look at what we are doing nationally. For more information on Apprenticeship Week and the exciting array of activities taking place, go to [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

## National PR activity for Apprenticeship Week – 23 -27 February

### Day-by-day National PR Activity

#### *Make Things Happen Day (Monday 23rd February)*

This is a high-profile opportunity for apprentices and those interested in Apprenticeships to shadow business and political figures for the day to find out more about what these jobs involve.

#### *Business Case Research (Monday 23rd February)*

Results from an independent survey of apprentice employers will be released, providing data to demonstrate the value and benefits of apprentices and the Apprenticeships programme to employers.

*Sector Skills Councils and the Apprenticeships Ambassadors Network (Monday 23 – Friday 27 February)*

A highly varied array of activities aimed to drive awareness and understanding of Apprenticeships in the many different industry sectors will take place and be directly managed by a number of sector skills councils and the Apprenticeships Ambassadors Network. Log on to [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) for more details.

*Radio Day and WebTV Chat (Wednesday 25th February)*

The radio day will coincide with the launch of the National Apprenticeship Service and will use data from the business case research. Simon Waugh, the new director of the National Apprenticeships Service will be interviewed.

*Podcast (Wednesday 25th February)*

The interview with Simon Waugh, Chief Executive of the National Apprenticeship Service will be available online as a podcast for employers to access to find out more about Apprenticeships.

*Sporting Apprenticeships (Thursday 26th February)*

As the country gears up for the 2010 World Cup and the 2012 Olympics, this activity will raise the profile of the Advanced Apprenticeship in Sporting Excellence. An event will be held at a key sports venue targeting local and national media.

*Pinewood Studios (Friday 27th February)*

This activity is targeted at employers in the creative and cultural sector. Highlighting the BAFTAs and the Oscars taking place in February, PR activity will focus on a broadcast feature profiling apprentices working at the studios.

*Westminster College VIP Visit (Friday 27th February)*

To showcase the innovative training model in place at Westminster College, a VIP will visit the college to find out more about how apprentices are being trained for employment within the wider hospitality sector, raising the profile of this initiative.

**Ongoing National PR Activity**

*I ♥ Apprenticeships (Monday 23rd – Friday 27th February)*  
Apprenticeship badges will be produced and distributed to employers and stakeholders to wear in the lead up to Apprenticeships Week and during the week itself.

*Opinion Pieces (Monday 23rd – Friday 27th February)*

Employers are invited to write opinion pieces on their views and experiences of employing apprentices which will be placed in relevant sector trade publications raising the profile of the programme and highlighting the employer as a great example of a business that has grown and flourished through hiring apprentices.

*London Fashion Week feature (Monday 23rd – Friday 27th February)*

This activity will look behind the scenes at London Fashion Week from the perspective of apprentices involved in the industry and will aim to generate media coverage on Apprenticeships in fashion.

*Broadcast Partnership (Monday 23rd – Friday 27th February)*

To showcase apprentice talent, PR activity will focus on broadcast media profiling apprentices in creative and interesting roles, such as animation and set design.

# Apprenticeship Awards

## Introduction

Now in their sixth year, the Awards have been designed to recognise and reward both employers and apprentices who are successfully using Apprenticeships to improve their business performance and tackle skills shortages, whose contribution to the workplace has exceeded their employers' expectations and resulted in measurable benefits or who have overcome difficulties to succeed through their Apprenticeship.

The Awards are a key milestone in the Apprenticeship calendar and serve as a key platform for marketing activity, including making a major contribution to Apprenticeship Week. The closing date for applications is at the end of the Week.

## Key dates

The 2009 Awards were launched in January with applications available online for the first time this year through [www.apprenticeships.org.uk/awards](http://www.apprenticeships.org.uk/awards)

The closing date is Friday 27 February 2009 to coincide with Apprenticeship Week 2009.

## Competition Process

For the first time, the Awards will see a full competition process where applications will be judged by regional panels for the status of Regional Apprentice of the Year.

Winners from the nine LSC Regional Awards, plus the winners of the National Employer Service (NES) Workforce Development Awards 2009 will then proceed through to the finalist stage where one winner from each category will be crowned the National winner.

## Categories and Sponsorship

Sponsorship packages are offered to support the National Awards and include benefits such as opportunities to meet the finalists, highly visible sponsorship endorsement, souvenir programme adverts and profiles and media association through national, regional and sector print and the Awards website:

- Apprentice of the Year – sponsorship **sold**
- Advanced Apprentice of the Year – sponsorship **sold**
- Young Apprentice of the Year – sponsorship **sold**
- Micro Employer of the Year: 1 - 9 employees
- Small Employer of the Year: 10 - 49 employees
- Medium Employer of the Year: 50 - 249 employees
- Large Employer of the Year: 250 – 4,999 employees
- Macro Employer of the Year: 5,000+ employees

Premier Sponsor has been sold for the fifth consecutive year to City & Guilds. Bespoke sponsorship opportunities are also offered and include items such as:

- Pre-Awards Drinks Reception and 'Meet the Finalists' Reception
- Hospitality Sponsor – sponsorship **sold**
- Post Event DVD
- Gift Bag Sponsor – sponsorship **sold**
- Gift Sponsor

Table sponsorship has grown since the start of the Awards and to date ten tables have already been bought.

## Activity

During week commencing 5 January 2009, there was a PR push to announce the launch of the Awards to employers and apprentices. Two press releases were produced for the audience categories:

**Employers** – the key message to employers in 2009 is the introduction of a new sub-category to cover macro employers with over 5,000 employees, levelling out the playing field for businesses of all sizes. Employers are also being encouraged to ask their apprentices to enter too.

**Apprentices** – the story behind the apprentice message is ‘imagine a world without apprentices’. Press releases were supported by photographic images of landscapes without famous landmarks like Buckingham Palace and Blackpool Tower for instance. This was supported by research, commissioned by the LSC and RIBA, showing how critical the apprentice contribution is to forming the fabric of the country. Examples of famous architects and engineers who started as apprentices are used to showcase how Apprenticeships helped them to start a highly celebrated career.

All press releases are supported by a quote from John Denham Secretary of State, Chris Banks, LSC Chairman and the Director-General of the premier sponsor, City & Guilds. Sector variations and regional versions were created to support the regional teams.

For creating awareness, promotional posters and postcards for distribution to providers, colleges and employers within the regions have been created.

### **The national final - Awards Ceremony**

The National event is being held on Thursday 16th July 2009 at the Old Billingsgate, London. Over 700 guests will be invited to attend the national ceremony which will include the winners, finalists and key stakeholders including Ministers, local MPs, judges, past winners, members of the Apprenticeship Ambassadors Network, journalists and other identified NAS key stakeholders.

## Apprenticeship Seminars

To support the on-going awareness raising and the forthcoming Apprenticeships marketing and communications campaign, four high profile Apprenticeship events for employers will take place across England:

**Thursday 26 February** – London: ExCel

**Wednesday 4 March** – Leeds: Royal Armouries

**Thursday 12 March** – Newcastle: The Lancastrian Suite

**Thursday 19 March** – Birmingham: International Convention Centre

Hosted by Sir Alan Sugar, the face of the new Apprenticeships campaign, the delegates will hear from both Secretaries of State, John Denham and Ed Balls who will speak to an estimated 500 employers at each event, to motivate and galvanise more businesses to offer Apprenticeships.

An event and registration site is available for employers to register their interest and all events will be promoted both nationally and regionally through a variety of media channels including both national and regional press.

The web and registration site is <http://www.delegate.com/dcsf/apprenticeships/invite.html>

# Campaign collateral

This section is aimed at partner organisations with little or no media relations experience and is designed to make it as easy as possible for you to get involved in the campaign. Whether you're communicating with employers, providers, stakeholders or the media, all the basic tools you will need are right here and ready to use. We'd also encourage you to 'personalise' these materials with, for example, local case studies, stakeholder-specific information or regional facts and figures.

Each piece of collateral has instructions for use and personalisation. And you can choose and use any or all of the following:

- Media relations tips and press release example
- Case studies
- Stakeholder and 'tell a friend' letters
- Web copy
- Fast facts and figures

## Media relations tips

We have produced this guide assuming you have no prior knowledge of media relations; so much of it may be familiar. In preparing this section we aim to encourage you to write your own press releases to coincide with the campaign's events and activities that have been highlighted earlier in this pack, i.e. Apprenticeship Week.

## Preparing for the Apprenticeships Campaign

### Pick your targets and build a media list

You need to identify local target media – popular TV channels, radio stations and newspapers – you want to approach with the press releases included in this toolkit.

Once you have done this, build a detailed list of the names and contact details of relevant target journalists. If you don't already have established links, call the news desk and ask for: the name and contact details of their education and social affairs correspondents. Don't forget to find out their deadline!

### Select and brief your spokesperson

Choose a spokesperson and let them know they are likely to be needed with as much time as possible before your activity. Before any interviews, make sure your spokesperson is thoroughly briefed. They must be familiar the key messages, Q&A document and any press releases sent. Consider holding a practice interview once you have asked the journalist what they want to cover.

## The interview

Newspaper interviews generally last about 5-10 minutes and are usually done by phone. Radio interviews usually take place at the local radio studio. Local television programmes or stations may request permission to film some complementary footage as well as speaking to the spokesperson. If you get requests from more than one station, arrange for them to come at different times.

## Photography

Some journalists may want photographs of the activity you have planned to illustrate the story. Let them know they are free to bring a photographer or that as an alternative, you are happy to distribute photographs that your own photographer has taken. Always try to get some branding into the shots.

### Selecting case studies

See separate note on case studies.

### Media relations for the Apprenticeships Campaign

We would encourage you to issue a press release to accompany any activity that you engage in as part of the Apprenticeships campaign. Please see below for an example of a press release issued for the launch of the Apprenticeship Awards 2009.

### Following up the release with the media

Journalists receive a large number of press releases / alerts every day. It is important to alert them to your story by giving them a follow-up call.

Try not to ask if they have received the alert – this universally irritates journalists – approach them to see if they would like any further information, an interview, a case study instead or if they plan to attend the event you have organised.

### When to call

Journalists – print and broadcast – do not appreciate calls as they approach deadline. Therefore, call daily newspaper journalists between 10am and 12pm as they work to a 5pm deadline. For weekly publications, do not call on the day they go to print. For evening publications, call in the morning – do not call later than 3pm as the paper will already have gone to print. Make a note of who you've spoken to and a brief summary of what they said.

### What to say

Get your point across in the first 10 seconds of the phone call. The average journalist will get a large amount of calls each day and their time will be limited.

### Suggested script

Hi, I'm calling from XXX with a story about Apprenticeships. We are [Insert details of activity – what it consists of, who is taking part and attendance of MP's etc.]. Would you be interested in covering the [Insert name of activity]?

Our spokesperson [insert name] is available for comment and we can also provide photographs and interviews with learners, as well as businesses willing to discuss the benefits to them of Apprenticeships.

Try not to use jargon or acronyms – you are familiar with them but journalists won't be. If the journalist asks you any questions you can't answer, don't panic – tell them that you'll get back to them with the answer.

### What to do if you're not there during your planned activity

If you're not around during your planned activity, arrange cover in the press office/marketing department. It's important someone is there to manage phone calls and email enquiries.

Make sure you're not the only person who knows what's going on, in case you're ill or are called away for an emergency.

## Apprenticeship Awards launch release - EXAMPLE

### WHO WILL BE THE NEXT APPRENTICESHIP EMPLOYER OF THE YEAR?

#### LSC launches sixth annual Apprenticeship Awards

The search is on to find the nation's top Apprenticeship employers as the Learning and Skills Council (LSC) launches its prestigious sixth annual national Apprenticeship Awards. Employers of all sizes and from all sectors of industry are encouraged to enter.

Now in their sixth year, the LSC's national Apprenticeship Awards are designed to recognise employers who are successfully using Apprenticeships to improve business performance and the key role apprentices play in today's world. Apprentices have a really significant impact which spans the breadth of the economy from accountancy and engineering, to construction, creative industries and sport - the world would look very different without them.

This year we are introducing a new employer category to the awards that will cover macro sized businesses (5000+ employees), levelling the playing field for businesses of all sizes.

Launching the 2009 awards, Secretary of State for Innovation, Universities and Skills, John Denham urged the nation to get behind Apprenticeships:

"This Government has rescued and expanded Apprenticeships. Ten years ago only 65,000 people started an Apprenticeship, by 2007/08 this number had increased almost three and a half times to 225,000.

"We are determined to do more. In the Queen's speech we announced that we are going to legislate so that every suitably qualified young person has an entitlement to an Apprenticeship. Apprenticeships are becoming a mainstream option for young people and adults who want to get on. We hope that by the end of the next decade one in five young people will start an Apprenticeship.

"The LSC's annual awards are a fantastic opportunity for employers to showcase the best Apprenticeship schemes and celebrate the talents of their apprentices and I encourage employers to come forward and take part."

Chris Banks, Chair of the Learning and Skills Council added: "In the current economic climate, it is crucial to recognise the importance of training programmes such as Apprenticeships.

"The Apprenticeship Awards offer companies a fantastic opportunity to showcase the business benefits of employing apprentices. Entries to the Awards have increased year on year and we have received well over 4,000 entries since the first Apprenticeship Awards in 2004."

The Awards demonstrate the popularity of Apprenticeships amongst employers in all industries and of all sizes, past winners have included businesses as diverse as a ship builder, a nursery, an IT firm and a veterinary practice.

Talking about their Apprenticeship programme, Jill Carr, Training Manager, at Large Employer Winner 2008, Pendennis Yacht Building, says: "One of the main benefits of our Apprenticeship scheme is that the apprentices inject skills, youth, longevity, and flexibility into our niche business. Apprenticeships help us to mould employees, through training and on the job experience, thus providing us with the right level of skills and discipline. To get the best people you need the best training and that's what we do."

Employers are eligible to enter for one of five categories depending on their company size; Micro (1-9 employees), Small (10-49 employees), Medium (50-249 employees), Large (250-4,999 employees) and the new Macro size category that will cover businesses with over 5,000 employees. They are assessed on a number of criteria including implementation of the Apprenticeship programme, clear demonstration of the way Apprenticeships have benefited their business and the level of support provided to their apprentices.

In addition to the Employer Awards, companies can encourage their apprentices to enter the awards too. There are three categories open to apprentices - Apprentice of the Year, Advanced Apprentice of the Year and Young Apprentice of the Year.

The Awards' Premier Sponsor for the fifth consecutive year is City & Guilds.

Chris Jones: Director-General of City & Guilds, comments: "Apprenticeships are a unique way for businesses to invest in their own future, whatever the economic climate, and for workers to hand their valuable knowledge on to future generations. The Apprenticeship Awards showcase these incredibly positive benefits for apprentices and their employers. City & Guilds is very proud to be a sponsor for the fifth year running."

To enter the Awards, or for more information, visit [www.apprenticeships.org.uk/awards](http://www.apprenticeships.org.uk/awards) or call 0800 954 8896. Deadline for entries is 27 February 2009. Regional Apprenticeship Awards category winners will automatically be entered into the national Apprenticeship Awards. The winners' event will be held on 16 July 2009 at Old Billingsgate Market, Central London.

- Ends -

#### Notes to editors

Around 200,000 apprentices start each year and more than 110,000 individuals completed their Apprenticeships in 2007. Over 130,000 businesses in England offer Apprenticeships.

#### Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

# Case studies

## Sourcing and using case studies

### What are case studies and why use them?

Case studies are real-life examples that put a face to a story or news announcement. They can be very important in securing coverage – it's quite common for journalists only to cover a story if they can talk to a case study as well. Regional newspapers and broadcasters will usually only use a case study who is based locally.

### What is expected of case studies?

It is essential that case studies are willing to be interviewed and photographed by the media. Once they have agreed to this, you will need to get some basic details about them – name, age, Apprenticeship programme, college – to build up a profile which you can use when talking to journalists. Some sample questions to ask them could be:

- Why did you choose to do an Apprenticeship?
- How has an Apprenticeship helped your business?

### How to find case studies

Start as early as possible – finding case studies at the last minute can be difficult and result in unsuitable ones. Build up a bank of case studies – a group of people with diverse backgrounds and relevant to the different themes – so you always have plenty of choice and can meet as many journalists' specifications as possible.

### Suitable case studies

Not all case studies will be suitable. It's important they are articulate and relaxed in front of a camera or in an interview situation and happy to reveal a few details about themselves – e.g. name, age, course etc. Case studies that challenge the perception of Apprenticeships or are unusual will be well received by the media.

### Briefing case studies

It's important that case studies get the right messages across when speaking to the media. Talk through the Apprenticeships key messages with them in advance and make sure they know there is no script to follow, they need to be themselves.

### The interview

Initially, pass on a few details to the journalist – the case study's name, age, how they are relevant to the story. Draft a brief biography that you can send to journalists if requested.

Double check with a case study before passing on their telephone number to a journalist, then confirm the time of the interview and who is going to call. If the case study is young or very nervous, offer to accompany them to the interviews.

Call case studies after the interview to check how it went and that there were no awkward or inappropriate questions. It's also a good opportunity to call the journalist and check they were happy with the interview as well.

### Thank yous

You don't have to pay case studies, but it is usually a good idea to reimburse any travel expenses. If students are going to miss a class, inform their tutor.

The following are examples of case studies of some of the 2008 Apprenticeship Awards finalists. You are welcome to use them in your own PR activities but we would encourage you to source your own case studies that are specific to your region/sector.

### **Large Employer Pendennis, Cornwall**

Founded in 1988, Pendennis has developed a worldwide reputation for building as well as refitting luxury motor and sailing yachts to the highest of standards. The company takes pride in its local roots, and this extends to its training and recruitment programmes, sourcing expertise from the Cornish community wherever possible.

Pendennis first employed apprentices a decade ago as part of this drive, aiming to train young people as engineers, electricians, joiners and fabricator/welders. New recruits to its Apprenticeship programme start as general apprentices studying many skills in their first year and then specialising in the second year. This is because they will ultimately work in project teams on the yachts. This requires a holistic understanding of all the trades

involved in order to thoroughly understand the projects and produce the best work. This knowledge will also help apprentices develop into the managers and supervisors of the future, roles in which this all-round knowledge becomes invaluable.

Pendennis was so pleased by the results of its initial Apprenticeships that it went on to extend the programme in 2005 by creating a second Apprenticeship in Yacht Surface Finishing. The finish on the Superyachts is the first thing that people see and therefore quality is of the utmost importance. This is the first Apprenticeship of its kind in the UK and is helping the company create a world class paint team which also reduces its dependence on sub-contractors. This means Pendennis is on its way to being the first yacht builder able to guarantee the paint job on its yachts. This particular Apprenticeship was formulated

in partnership with Cornwall College (who helped structure its initial Apprenticeship programme) and Marine South West (part of the South West RDA).

Vaughan Curnow, liaison officer at Cornwall College says: "Pendennis' dedication to Apprenticeships is demonstrated by the bespoke courses that it puts together for its learners. These encompass all vocational routes including engineering, electrical, fabrication, joinery and fabrication/welding. Such a variety enables the learners to identify their chosen career path and ensure they take great pride in their work."

**Medium Employer:**  
**Arden Hotel and Leisure Club,**  
**Birmingham**

Apprenticeships have brought enormous value and benefits to the Arden Hotel. Over the past 20 years it has expanded eight-fold, from 24 to 216 bedrooms. Apprenticeships mean that Arden continues to provide excellent service, ensuring staff are trained to the highest standards and can continue to contribute and build upon its remarkable business growth. Apprenticeships also give the hotel access to high quality vocational training through Solihull College.

Arden Hotel and Leisure Club is a family owned business that takes pride in the team spirit and supportive training environment it fosters through Apprenticeships.

The Arden Hotel is also committed to key skills, recognising that they are essential and used on a daily basis. For example, all its departments are backed up by IT systems, and apprentices get involved with this technology to prepare bills, take credit cards and balance cash. Communication skills are also fostered as vital to customer service.

The departmental managers at the hotel are themselves former apprentices and make a point of getting to know the new apprentices from the start. This means apprentices immediately see the opportunities open to them, and the positions they can reach through commitment to their training. The managers, encourage and act as mentors and role models to new apprentices, helping them understand their value to the hotel and its reputation.

**Small Employer**  
**The Ark Day Nursery,**  
**Yorkshire and the Humber**

‘The experience of a lifetime’ is the philosophy which the Ark Day Nursery applies to children, parents, and its own employees. With a low staff turnover and great customer feedback, this is proving to be a highly effective ethos; the Ark is building a reputation as an employer of choice in the West Yorkshire region. The nursery has developed rapidly in the last six years and is now a thriving business employing 45 staff and offering a substantial 280 childcare places.

The Ark views Apprenticeships as an excellent way of maintaining the high standards of care which have been vital to the success of the business. Co-owner Jo Brock reveals: “The commitment of each individual to their own learning ensures that the culture of continuous improvement and training is promoted by everyone in the organisation.”

The nursery has recently developed the ‘Ark Academy’, an in-house training facility in association with Calderdale College. Staff have the opportunity to attend the academy and to study childcare qualifications from foundation to degree level.

Jo explains: “In the Ark Academy’s purpose-built professional and convenient learning facilities, our staff can learn on-site in familiar surroundings without having to travel to college.”

Another crucial factor in The Ark’s successful Apprenticeship programme is the presence of a dedicated childcare and training manager, responsible for overall training implementations and ensuring all apprentices are supported in achieving their full potential.

Jo believes apprentices bring enthusiasm and new ideas to the workplace. The development of these apprentices and the association with Calderdale College, also reduces expensive recruitment costs; an important consideration for any small business.

Apprentices, alongside everyone else at The Ark, are playing a critical role in delivering the organisation's vision – 'the experience of a lifetime.'

### **Kingscliffe Day Nursery**

Kingscliffe Day Nursery is a small, privately owned children's day nursery. Opened in 1999, it is now a 32 place nursery, with a reputation for highly skilled and compassionate staff.

Apprenticeships have played a significant role in Kingscliffe's growing reputation. Manager and proprietor Alexis McConnachie has been able to recruit motivated individuals by offering apprentices excellent training and development opportunities.

"Working with Apprenticeships has assisted us in securing high quality individuals with a passion for childcare", confirms Alexis.

Kingscliffe has provided a great number of opportunities to local schools and colleges, allowing students to complete work experience placements in order to learn about the childcare industry.

Alexis explains: "Recruiting apprentices straight from our local schools has secured their future employment, training and development, and our future business growth and success."

Kingscliffe currently has four apprentices working as part of a nine person team, including Florida, a senior deputy manager who joined the company five years ago.

"I have been encouraged to develop my skills through training from the outset. I now find myself in the position of mentor to those undertaking Apprenticeships within the business and can see how far I have come", Florida reveals.

### **Victoria Snook, Preston, Lancashire**

*Personal Achiever of the Year, Apprenticeship Awards 2008*

"I want people to realise that I haven't got where I am now easily. I have really worked hard at doing my Apprenticeship in order to succeed."

Victoria Snook, 19, was a happy teenager just beginning her Apprenticeship when tragedy struck and changed her life forever. During her second week at college, Victoria's mother passed away suddenly. Victoria became the only wage-earner in her home and was forced to go back to work immediately to help support her family.

Victoria says: "I had to take care of my young brothers and find ways to pay bills I never thought I'd have at such a young age. My Apprenticeship helped me do this as it meant I could still earn money while working towards my qualification."

Victoria undertook an Apprenticeship in Hairdressing, including working at Angela Inman Hair Studio in Preston. The Apprenticeship programme allowed her to earn money for her family while working towards her qualification. Despite a further personal setback shortly afterwards when her father sadly died, Victoria pushed on with her Apprenticeship.

Victoria says: “My Apprenticeship helped me smile again. I wanted to get the qualification for myself and my parents. Focusing on completing my Apprenticeship helped me stop thinking about the bad things going on in my life.”

Having completed her Apprenticeship, Victoria is still supporting her brothers and has now moved on to an Advanced Apprenticeship in Hairdressing to enable her to progress further up the career ladder. For Victoria, her Apprenticeship has not only helped her gain qualifications, but also helped her to set goals and reach them.

Amanda Morey, Hairdressing Trainer and Assessment Coordinator for Preston College, has no doubts that everyone should be proud of Victoria’s accomplishments.

Amanda says: “Victoria has an exceptional personality – she never complains about anything and, to speak to her, you would never know she’s had to overcome so much. She is an inspiration to any person thinking of starting an Apprenticeship programme.”

Victoria was named Personal Achiever of the Year at the national Apprenticeship Awards 2008.

**Rachael Hoyle, Preston, Lancashire**

*Advanced Apprentice of the Year, Apprenticeship Awards 2008*

Rachael Hoyle, 21, has used her Apprenticeship to help her employer and to improve the lives of people at home and around the world. Rachael completed an Advanced Apprenticeship in Aerospace Engineering and has now secured a full-time position in the Structural Engineering department at BAE Systems, one of her former work placements. She has taken full responsibility for running a crucial package of work that helped secure a contractual milestone for the company in November, last year.

David Brooks, Technician Training Coordinator for BAE Systems, accredits this success to the fresh approach and enthusiasm that Rachael brings to a well-established team.

David, who also acts as Rachael’s training provider with Xchanging, says: “Rachael’s continuous drive and enthusiasm throughout her work, and her expanding role, had an exponential effect on the attainment of deadlines critical to the future delivery of the airframe. She encouraged individuals engaged on the project to work collectively and her enthusiasm has had an infectious effect on staff morale, developing a successful, close-knit team.”

Rachael also used her engineering knowledge on a recent trip to Uganda, where she and 25 scouts built a community centre. During the trip, she also taught English and maths to classes of 30 Ugandan nationals.

Rachael says: “I feel that my involvement with the scouts and the work I have been involved with in the community here and abroad has promoted a positive image of Apprenticeships while helping to inspire other young people to take up a career in engineering.”

Back at home, Rachael used her engineering skills to help manufacture a special bath for stroke victims. She speaks at local schools and events promoting both Apprenticeships and women in engineering in her spare time. Rachael can now see how instrumental her Apprenticeship has been in her success.

Rachael says: “If I’m honest, I didn’t always want to be an engineer or work with aircrafts, and as my schooling drew to a close, I felt so unsure of what the future held. I looked into Apprenticeships and other courses, and what clinched the Apprenticeship for me was the fact that I could go and begin a career, learning from people who are experts in their own right. I felt I could get involved in real work while applying my favourite subjects, like physics and maths, and continuing to learn.”

Having completed her Advanced Apprenticeship, Rachael is now working towards a Bachelor of Engineering degree with honours at Manchester Metropolitan University.

### **Claire Harrison, Skipton, North Yorkshire**

*Apprentice of the Year, Apprenticeship Awards 2008*

“My Apprenticeship has made my confidence soar. Before I started I had nothing to show for myself. I now understand that I can complete a high-standard of work and achieve qualifications to really help me get on in life.”

Claire Harrison, 21, completed her Apprenticeship in Team Leading with North Lancs Training Group. She is a valued member of staff at Dales Pharmaceuticals and has had a strong and measurable impact on the company’s success as a result of her Apprenticeship. When she began as team leader in the packing department of the company, absenteeism was at 11 per cent. Within three months of Claire becoming team leader, absenteeism was reduced to 2 per cent and maintained that level for several months.

Claire says: “With the skills and knowledge I gained through my Apprenticeship, I have helped the packing department to improve budgets and efficiencies. I have also kept absenteeism below 3 per cent each month.”

Claire started working at Dales as a packer and then realised that she needed qualifications in order to progress within the company. She enrolled at college to gain basic maths and English skills and progressed onto an Apprenticeship to really get ahead in her career. By completing her Apprenticeship, Claire has progressed through the company from a packer to a supervisor running her own department.

Steve Dewar, Operations Director for Dales Pharmaceuticals, says that Claire's strong performance has set the standard for her colleagues to follow: "Claire Harrison is a rising star within our organisation and has delivered on all levels. I am in no doubt that she has a strong future within our business and her rise through the ranks through her Apprenticeship is providing a standard for others to follow. Individuals are now seeing the benefits of hard work and commitment, resulting in more of our staff now wanting to train for qualifications."

Claire says: "I feel a great sense of achievement from completing my Apprenticeship and it has increased my desire to learn. It has given me a better understanding and the skills required to enable me to work well with a team and understand what affect my role has within the department."

Donna Coleman, Claire's Training Officer from North Lancs Training Group says: "Claire has proved to be an extremely positive apprentice embracing the ethos of the Apprenticeship to achieve her objectives and goals. She used her experience and knowledge in the workplace to develop and prove she has the skills needed to become an outstanding team leader. This has given her the confidence to aim for the top."

Claire recently enrolled in an Advanced Apprenticeship in Management to help her career progression continue.

**Luke Power, London**  
*Young Apprentice of the Year, Apprenticeship Awards 2008*

"Because of my Young Apprenticeship, I feel I can handle any challenge that comes my way."

Luke Power, 16, is a shining example of how hard work and determination can overcome obstacles to achieve success. "I have always been determined to succeed, trying anything and everything," says Luke. "Hard work brings rewards – this was made clear to me when, as a result of my efforts on a Young Apprenticeship work placement, I was offered a permanent job with the company."

Luke undertook his Young Apprenticeship in Sports Management, Leadership and Coaching at Eltham Green Specialist Sports College, during which he completed three work placements at Venture Health Club, the David Beckham Academy and Bean and Co. This trio of work placements allowed Luke to develop a diverse range of skills, ultimately resulting in his decision to pursue a career in sports.

"As I've grown older, my interest has become more focused on the world of sport, from physiotherapy to sports psychology and nutrition in sport," said Luke. "By opting to pursue a Young Apprenticeship, I have been able to develop my understanding and knowledge in each area."

Luke, who was diagnosed with dyslexia as a child, struggled with reading and writing throughout his youth. But thanks to embarking on an Young Apprenticeship, he gained the confidence and skills to help him overcome his difficulties and succeed both on the job and in the classroom.

“I began to use my determination and thirst for success to improve my performance, and the Young Apprenticeship Programme boosted my efforts tremendously,” said Luke. “My programme started as I commenced my GCSE studies and so it helped me tackle my exams in an independent and more confident way.”

Now a permanent employee at Venture Health Club, it is clear that Luke has made a lasting impression in the workplace as well.

“The Young Apprentice Programme has proven to be invaluable in getting young people exposed to the world of work, especially in the active leisure sector,” said Gary Adams of Venture Health Club. “Had it not been for this programme, we would not have been introduced to Luke and we would have been the poorer for it.”

## TELL A FRIEND – DRAFT LETTER

[NAME]

[ADDRESS]

[DATE]

Apprenticeships: They're Making Things Happen. Could You?

Dear [NAME]

You've probably seen lots of news about Apprenticeships this month, but just to make sure that you haven't missed out, I thought I would write to you and let you know what else is planned for the coming months.

First of all, an exciting new advertising campaign highlighting how Apprenticeships "Make Things Happen!" and starring Sir Alan Sugar launches on 2 February and is the start of a campaign that will last for the rest of 2009. As you know, Apprenticeships are helping businesses all over the country and across many different sectors to realise their potential. Apprenticeships are delivering success in the workplace, benefiting employers, learners and in turn, the wider economy.

Secondly, the sixth National Apprenticeship Awards have launched and the deadline for entries is 27 February. The Awards are designed to recognise employers who are successfully using Apprenticeships to improve their businesses' performance and to champion the key role apprentices play in today's business world. Do you know an employer or an individual that is seeing their business and career flourish as a result of an Apprenticeship? Is there an employer or apprentice that you think is worthy of recognition? If so, then why not encourage them to enter the Awards? Further information can be found at [www.apprenticeships.org.uk/awards](http://www.apprenticeships.org.uk/awards).

Thirdly, the second annual Apprenticeship Week will take place between 23 and 27 February. Apprenticeship Week is an opportunity to celebrate and recognise the essential role that Apprenticeships are playing in

business today, ensuring that the workforce has the skills it needs in order to remain competitive, even in difficult economic circumstances. It is a chance for employers to share the many benefits that Apprenticeships are delivering on a daily basis for their businesses and demonstrate that apprentices "Make Things Happen". Throughout Apprenticeship Week, events and awareness raising activities are going to roll-out across the country. Is there something that you could do during the Week to really help drive home the message that apprentices "Making Things Happen"? If there is, contact the Helpline on 0207 413 4300 or [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk). You can also visit the Campaign Resources Site ([lsc.gov.uk/campaignresources](http://lsc.gov.uk/campaignresources)) where you will be able to access an Apprenticeships Campaign Pack and marketing materials.

Finally, as the year rolls on the National Apprenticeship Service (NAS) will launch in April, led by Simon Waugh, CEO. The NAS will deliver an expanded Apprenticeship programme and will provide a single point of contact for both employers who want to offer Apprenticeships and for prospective apprentices. It will have end-to-end responsibility for the programme and will manage the new online system that helps you apply for Apprenticeship vacancies and enables employers to advertise Apprenticeships and give all potential apprentices access to information about available places across the country. This major change demonstrates the emphasis and importance that is being placed on ensuring that Apprenticeships are at the forefront of Making Things Happen in the lives of individuals and businesses across the country.

These are certainly exciting times for Apprenticeships and I wanted to make sure that you know about everything that is going on! Are there ways that you can help "Make Things Happen"?

Yours truly

[YOUR NAME]

[YOUR ORGANISATION]

### Web copy

The articles below have been designed for use on websites and in newsletters. We would encourage you to use them in your organisation's communications materials to help promote Apprenticeships.

#### AWARDS

##### **The LSC launches the sixth National Apprenticeship Awards**

What would the country look like without the contribution of apprentices? Recognise the contribution of Apprenticeships today by entering the Apprenticeship Awards 2009!

The search is on to find the nation's top Apprenticeship employers and top individual apprentices as the Learning and Skills Council (LSC) launches its prestigious sixth annual National Apprenticeship Awards.

Sponsored by City & Guilds, the Apprenticeship Awards are designed to recognise employers who are successfully using Apprenticeships to improve their businesses' performance and champion the key role apprentices play in today's business world. Indeed, Apprenticeships have a long history and the country as we know it today would not look as it does without the contribution of apprentices. Apprenticeships are crucial for providing employers with the skills they need to succeed, particularly in the current climate, spanning the breadth of the economy from accountancy and engineering, to construction, creative industries and sport. Apprenticeships also provide a high-quality alternative route to future career success for ambitious individuals.

There are five categories for employers depending on company size: Micro (1-9 employees), Small (10-49 employees), Medium (50-249 employees), Large (250-4,999 employees) and the new Macro size category that will cover businesses with over 5,000 employees. Apprentices can enter one of the three categories open to them too: Apprentice of the Year, Advanced Apprentice of the Year and Young Apprentice of the Year.

For details on how to apply or for more information, visit [apprenticeships.org.uk/awards](http://apprenticeships.org.uk/awards) or call 0800 954 8896. The deadline for entries is Friday 27th February. Regional Apprenticeship Awards category winners will automatically be entered into the National Apprenticeship Awards. The winners' event will be held on 16th July 2009 at Old Billingsgate Market, Central London.

## WEEK

### Apprenticeship Week 2009 (23-27 February)

The second annual Apprenticeship Week will take place from Monday 23 February to Friday 27 February across England. Apprenticeship Week is an opportunity to celebrate and recognise the essential role that Apprenticeships are playing in today's business world, ensuring that the workforce has the skills it needs in order to remain competitive, even in difficult economic circumstances.

Apprenticeship Week 2009 is the chance for employers to share the many benefits that Apprenticeships are delivering on a daily basis for their businesses and demonstrate that apprentices "Make Things Happen". Apprenticeships are crucial for providing employers with the skills they need to succeed, spanning the breadth of the economy - from accountancy and engineering, to construction, creative industries and sport. Apprenticeships also provide a high-quality alternative route to future career success for ambitious individuals.

In the current economic circumstances, it is more important than ever to ensure that employees have the skills they need to help deliver success which is why businesses should continue to train. Training will help them through the current storm whilst also readying them for when the storm passes.

Throughout Apprenticeship Week, events and awareness raising activities are going to roll-out across the country – and we would like you to take part. As employers yourselves it is your experiences of Apprenticeships that are the most powerful and your voices will be more readily heard by your peers.

The message is clear: Apprenticeships are good for business, supplying employers with the skills they need, when they need them: "Apprentices Make Things Happen". Do not miss out. Get involved help us spread the message.

Can you host a breakfast bringing together the heads of your supply chain to educate them about Apprenticeships and encourage them to employ apprentices? Could you make an announcement during the Week that you are taking on more apprentices due to the ongoing value they deliver your business? Whatever you are planning to do during the Week, we would love to hear about it so please contact us on [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk)

The website – [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) – is a source of invaluable information about Apprenticeships if you want to find out more.

Let's work together to make Apprenticeship Week 2009 a week to remember and together prepare the workforce with the skills it needs for success.

If you would like more information, please telephone 0207 413 3400.

## ADVERTISING

### **Sir Alan Sugar says that apprentices “Make Things Happen”**

On 2 February 2009 brand new Apprenticeships advertising for television and radio airs across the country, fronted by Sir Alan Sugar. Sir Alan is featured in the new adverts talking to apprentices and witnessing the difference they are making in today’s business world because apprentices “Make Things Happen”.

The new adverts are designed to show the range of Apprenticeships available, from the catering industry to engineering, business administration to sports and leisure, and much more!

Apprenticeships are a valued and quality route for businesses to source the skills that they need – and apprentices are helping to make things happen and enhance businesses’ success.

February is a huge month for Apprenticeships as it not only sees the launch of the new advertising campaign, but also the second National Apprenticeships Week (23-27 February) and the final call for applications to the 2009 National Apprenticeship Awards (27 February)! To find out further information about Apprenticeships, including the Week or the Awards, please visit [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk).

Get involved! See how an Apprenticeship could make a difference to you and “Make Things Happen!”

## Facts & figures

### Fast facts on Apprenticeships

- The Government is committed to a target of 250,000 starts and 190,000 framework completions by 2020
- Apprentices are 'doers' who make great things happen for themselves and for your business
- Apprenticeships are increasingly competitive, they impart skills that are uniquely relevant to the ambitions of modern business and they allow employers to nurture employees that are tailored to their particular ambitions

- Apprenticeships are an essential part of the range of options that are now open to learners – doing an Apprenticeship will help people to attain the skills they need and the education they deserve to ensure that they enjoy better prospects and career progression
- For further information on Apprenticeships contact 08000 150 600 or visit [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

### Economic downturn

- In tough economic times Apprenticeships can give you a bespoke, enthusiastic workforce that can help you make your business more resilient
- Apprenticeships are a highly effective way to ensure you have the right skills in place to survive the economic downturn
- Apprenticeships can help you to prepare your business for growth when better times arrive

- In a poll conducted by Populus the vast majority of employers felt that:
  - Apprenticeships make them more competitive (80%)
  - Apprenticeships provide higher overall productivity (76%)
  - Apprenticeships reduce staff turnover (80%)
  - Training apprentices is more cost effective than hiring skilled staff (77%)
  - Apprenticeship programme helps them fill vacancies more quickly (65%)[Source: Populus Business Case Research, February 24th 2008]

### Why is training important?

- Companies investing in training are 2.5 times less likely to go under during a recession [Source: Training and Establishment Survival. Collier, Green and Kim (2007)]
- Businesses must remember that skilled employees are not only better at their job, but they are more likely to stay with the organisation for longer; communicate better with other colleagues and learn from each other quicker
- Businesses benefit through higher productivity and efficiency levels ultimately driving higher profit margins

Not only will training help keep businesses buoyant during difficult economic times but it will also help keep them a step ahead of the competition

- Five million adults in the UK in 2006 had no qualifications at all. (The Leitch Review - Skills in the UK, 2006)

- Around a quarter of vacancies among establishments with fewer than 25 employees are hard-to-fill because of skills shortages, compared to around one in eight among employers with more than 200 staff (NESS07)
- Employer training spend was at a record high in 2007 at £38bn as an extra 77,000 businesses commit to training. This spending is up 16% from 2005, and the workforce spends 218 million days training (NESS07)
- To achieve an 80% employment rate, the UK needs to ensure that everybody, including the most disadvantaged, has the skills they need to compete in the labour market

### Types of Apprenticeships

If you are 16 or over there are two levels of Apprenticeships available:

- a 'Apprenticeships', equivalent to GCSE level, incorporate a work based learning qualification such as a National Vocational Qualification to Level 2; key skills and in some cases a technical certificate
- b 'Advanced Apprenticeships', equivalent to A-levels, offer a work-based learning qualification such as an NVQ level 3, Key Skills and in some cases a relevant technical certificate

In addition to these, a new category - Higher Apprenticeships - is currently in the early stages of being piloted in the IT and engineering sectors e.g. BT. Higher Apprenticeships enable apprentices to study for a foundation degree, learn valuable new skills and earn a living at the same time. These trials are being funded jointly by the LSC and the Higher Education Funding Council for England.

Higher Apprenticeships enable individuals aged 18 and over who have A-levels or other Level 3 qualifications to combine a Foundation Degree with on-the-job training. Foundation Degrees are new degree-level qualifications, designed with employers and combining academic and Work Based Learning. Graduates who wish to continue with further study can put them towards an Honours Degree

### Apprenticeships for Adults

Apprenticeships for Adults have been introduced in response to research by Sector Skills Councils indicating that there is strong demand for apprentices aged over 25. The Learning and Skills Council has recently increased the funding available for apprentices over the age of 25 by £10 million, bringing the 2007/08 budget to £35 million.

### Public Sector Apprenticeships

The expansion of the Apprenticeships programme is a high priority for the Government and over the past few years there has been a huge rise in the number and range of businesses offering Apprenticeships as a way of tackling their skills shortages. The Government is leading the way within the public sector.

In September 2008, apprentices joined Whitehall with 14 government ministries and departments committing to the Apprenticeship programme.

Apprenticeships are relevant to a whole range of organisations and roles in the public sector including Local Government, the Armed Forces, the NHS, the Civil Service, the Criminal Justice sector and the Education sector.

## Training Facts and Services for Employers – how it works

### Real help for business

The Government recognises that these are difficult times for employers. We are focusing on providing real help to ensure that businesses and individuals get the support they need to help them survive the recession and make the most of the new opportunities the upturn will bring. We are working to create opportunities and flexibilities to help support businesses re-skill and up-skill their staff.

In these challenging times, businesses need to keep a tight rein on costs. Yet it is vital that employers continue to invest in skills. Research shows that businesses that do not train their workforce are 2.5 times more likely to fail than those that do.

### Train more, gain more

Train to Gain offers impartial, independent skills advice at no cost to your business. It's an investment in the future of your business and your people. The advice comes from a skills broker, training provider or college working with you on a dedicated, one-to-one basis. They'll help you find the right solution to re-skill and up-skill to boost your business.

A number of changes have been made to Train to Gain to respond better to employer demands by increasing the flexibility of the service and enable more businesses to access training to help improve productivity. The new flexibilities will help business weather the economic storm and ensure you are in a better shape to respond when the upturn comes.

### All businesses now have access to:

- Quality-assured, impartial and independent advice from skills brokers. This can help businesses who want:
- Help to identify skills needs at all levels of their business so that they can make informed choices as part of a wider business needs analysis
- Information about high quality, vocational skills training, including Apprenticeships, delivered at a time and place to suit them, from a wide range of high quality colleges and training providers.

### Full funding for:

- Basic skills support at all levels
- First full level 2 qualifications (equivalent to 5 GCSEs)
- First Level 3 (equivalent to 2 A-levels) for 19-25 year olds and for people without a first Level 2
- First Level 4 for 19-25 year olds who do not already have a Level 3
- Repeat Level 2 qualifications in certain sector specific areas

### Shared investment between the employer and Government for:

- English for Speakers of Other Languages qualifications at all levels
- Level 3 qualifications in certain sector specific areas
- Apprenticeships. For 16-18 year olds, full training costs are covered for employers. For higher age groups, employers pay part of the cost

Train to Gain is part of the Solutions for Business portfolio. Solutions for Business is a streamlined portfolio of government funded support products accessible via Business Link.

New enhancements to support small and medium sized private or employees in third sector organisations:

- Improve business management skills through bite sized courses in essential subjects to increase productivity including: business improvement, business systems and processes, team working and communications, sales and marketing, IT User, IT support, customer service, new product design, finance and credit, cash flow and profit management, and risk management
- Improve leadership and management skills – funding is available for businesses with five to 250 employees to fund leadership and management training and development, such as coaching and mentoring or working towards a qualification
- Improve overall skills level of staff through fully funded Level 2 qualifications and subsidised Level 3 qualifications, regardless of whether the employee already has a qualification at this level

- Businesses with less than 50 employees can receive a contribution to wage costs to cover the cost of time off to train

If the worst should happen and you have to let people go, real help is available for you to support them and give them the best chance of getting another job. From April 2009 newly redundant individuals and those under notice of redundancy will be able to access:

- Fully funded support for a range of skills activity that aids progression into sustainable employment – this will be a fully customised offer of 2-8 weeks duration that is not restricted to units or qualifications.
- Once the individual re-enters employment they will be able to access the Train to Gain offer. Individuals who re-enter work through this route will be able to access fully funded repeat Level 2s and partially funded repeat Level 3s irrespective of the size of the employer they join.

### Apprenticeships: The proven way to train your workforce

Apprentices can make your organisation more effective, productive and competitive by addressing direct skills gaps. Because apprentices receive relevant training, they can have an immediate effect and make a real and more meaningful contribution to your business. Apprenticeships are designed to help employees reach a high level of competency and performance. There are over 180 different Apprenticeships available across 80 different industry sectors.

Apprenticeships are designed by business, for business. Sector Skills Councils, supported by business representatives from the relevant industry sector, decide on the course content, and most of the training is 'on the job'. The rest can be provided by a local college or specialist training provider, or you could deliver everything yourself.

Throughout an Apprenticeship an employer representative will be able to support and guide you. They will work with you to:

- Help you decide which Apprenticeship is right for you
- Explain the way that Apprenticeships might work for you and if funding is available
- Recruit an apprentice or support your existing staff move into an Apprenticeship
- Agree a training plan with your apprentice
- Manage the training and evaluation
- Ensure that national quality standards are met and deliver integrated, coherent training

### Funding

The LSC contributes towards the cost of the training. The size of its contribution varies from £1,500 to £15,000 depending on your sector. This is paid directly to the organisation that organises and supports the Apprenticeship, unless you are a large employer with a direct contract with the LSC.

### **National Apprenticeship Service**

Over the past ten years, the number of people undertaking an Apprenticeship has more than doubled. Ten years ago only 75,000 people took up Apprenticeship places. Today that number is nearer to 200,000 and by 2020 the Government is committed to ensuring that there are 400,000 Apprenticeships in England, with 250,000 starts and 190,000 completions.

The National Apprenticeship Service (NAS) will be established in April 2009 and will work with employers to bring a significant growth in the number of Apprenticeships on offer. Over 130,000 companies offer apprentice places because they understand the benefits that apprentices bring to their business – increased productivity, improved competitiveness and a committed and competent workforce. The NAS will provide a system where your organisation can advertise apprenticeship vacancies to a wide range of interested applicants through a user-friendly, web based service. The service will bring your organisation together with potential apprentices in a simple, quick and effective way.

### **Skills Pledge**

The Skills Pledge is an opportunity for the leaders of a business or organisation to show publicly and demonstrably the importance they place on investing in the skills of their people. By making the skills pledge you are making a public commitment to enable your staff – in whichever way works best for you – to gain the basic skills and competencies that are valuable in supporting business needs and their future employability, and to achieve relevant qualifications to recognise those skills. It's a promise that, through training, you'll work to boost the productivity of your business and realise the potential of your employees.

### **Further information**

Train to Gain: 0800 015 55 45 or visit [www.traintogain.gov.uk](http://www.traintogain.gov.uk)

Apprenticeships: 08000 150 600 or visit [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

If you would like an employer's perspective on Apprenticeships please contact the Apprenticeship Ambassadors Network, a group of employers that promote and support Apprenticeships and employers that offer them. Details can be found at [www.employersforapprentices.gov.uk](http://www.employersforapprentices.gov.uk)

Skills Pledge: 0800 015 55 45 / <http://inourhands.lsc.gov.uk/employersSkillsPledge.html>

# Apprenticeship Survey: Summary of Results

## Business Case Research 2008

*Please note that the research results for the 2009 survey will be available soon*

Populus interviewed a sample of 204 respondents who were responsible for Apprenticeship programme recruitment in their companies by telephone between 7th January and 6th February 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populus.co.uk](http://www.populus.co.uk).

### Staff hiring, training and retention

Apprenticeship programmes are credited with lowering the cost of, and speeding up the process of, hiring and training. More than half say they benefit from lower recruitment costs (53%) and lower overall training costs (59%) because of their Apprenticeship programmes while just under two thirds (65%) say they can fill their vacancies quicker. 70% of those with Apprenticeship programmes say they get a “better calibre of job applicant” because of their programmes. Beyond this, four out of five employers of apprentices credit their Apprenticeship programmes with lowering staff turnover and raising staff retention. Over half feel their apprentices tend to be more loyal to their employer than non apprentices (57%).

### Productivity, competitive benefits and skilled workers

Those with Apprenticeship programmes rely on them to provide skilled workers, a competitive edge and future management staff. Eight in ten of those with Apprenticeship programmes say their programmes make them “more competitive in our industry than we would be without it” – with 44% agreeing strongly with this statement, and by contrast, just 5% strongly disagreeing. Over three quarters (76%) say their Apprenticeship programmes result in higher overall productivity and a similar number (77%) say that without Apprenticeship programmes it would be “very difficult” to find trained skilled staff. Two thirds rely on their Apprenticeship programme to provide skilled workers for the future and over three quarters (76%) say that a high proportion of apprentices go on to management positions.

### Return on investment

When asked to take “into account the investment that your company makes in training each apprentice” nearly three quarters (74%) felt that apprentices started making a valuable contribution even before they finished their training period. Some within this group went still further, saying apprentices made a valuable contribution within weeks (17%) or even “from day one” (16%).

### Apprentices compared to graduates

Compared to hiring graduates, 58% said the major benefit of hiring apprentices was greater real work experience. Half also said that apprentices had greater commitment than graduates and nearly half (49%) said apprentices were more motivated than graduates.

# Our future. It's in our hands.

**Need more information on how to get involved?  
Please contact us:**

Campaign Resources Site– [www.lsc.gov.uk/campaignresources](http://www.lsc.gov.uk/campaignresources)

Skills Campaign line for our partners and stakeholders –  
0207 413 3400 (office hours)

Campaign web address and telephone number –  
[www.apprenticeships.org.uk](http://www.apprenticeships.org.uk) /  
08000 150 600

