

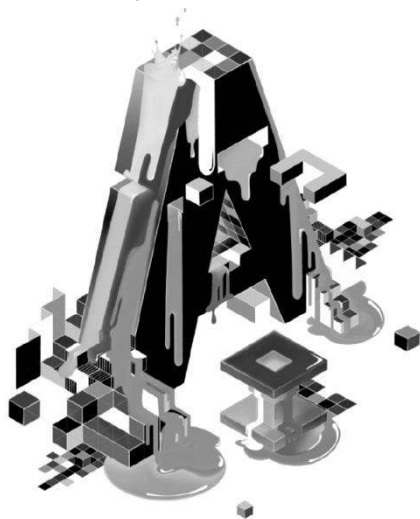
Welcome to Apprenticeship News, the quarterly employer-focused newsletter from the National Apprenticeship Service in the South Central area that keeps you up-to-date with all things Apprenticeships. This newsletter aims to provide useful information to employers about skills policy and Apprenticeships and is sent to employers in the South Central area, which incorporates Brighton & Hove, Dorset, Hampshire & Isle of Wight, Surrey and West Sussex.



Elements Lifestyle - Winners of South Central Small Employer of the Year 2013 at the National Apprenticeship Awards.

In this issue

- Apprenticeship Awards 2013 Winner
- National Apprenticeship Awards 2014
- WorldSkills UK Competitions
- Legal Services Apprenticeship film
- Refer a Friend Apprentice Scheme
- National Apprenticeship Week 2014
- SME Apprenticeship Ambassador
- Apprenticeship Grant for Employers of 16 to 24 year olds
- Inspiring the Future
- Early Years Apprenticeship Bursary
- Traineeships



National Apprenticeship Awards 2013 Winners Case Study

Elements, a hair and beauty salon based in Oxted Surrey, was founded over 30 years ago by its Director, Barbara McNaughton. Through offering Apprenticeships, it has grown into a thriving business with an academy for training young people. "We've taken on apprentices to train as hairdressers for the last 20 years," says Barbara. "However, in the last ten years we've changed how Apprenticeships work with the company, and we're using them to grow a team passionate about improving and developing the business." Elements offers Intermediate and Advanced Apprenticeships in Hairdressing, Barbering, Customer Service, Team Leading and Business and Administration. Out of its 24 staff, ten are apprentices, and the company's in-house academy also trains apprentices for other businesses. Barbara believes that the training apprentices receive is the best way of providing the right skills for her workforce. "Apprenticeships have always been the best route for hairdressers, as when the apprentices learn skills they implement them immediately in the workplace, and this keeps motivation and enthusiasm high. The strength for our business is consistency in customer service and buy-in to our ethos. Without Apprenticeships,

people would be coming in with their own skillset in isolation – with Apprenticeships, everyone is connected to each other and what we're doing as a business. The apprentices are the heart of the team." Elements has achieved recognition for its Apprenticeships, including being named Small Employer of the Year in the South Central region by the National Apprenticeship Service in both 2012 and 2013, as well as being highly commended at the national final of the National Apprenticeship Awards in 2013. Barbara plans to keep employing and training apprentices, with the hope that Elements may offer Higher Apprenticeships in the future. In the meantime, the business continues to champion Apprenticeships in the local area by holding demonstrations at skills shows and working with the local MP among other initiatives. "Many business owners don't realise the support available to help and inspire small business to take on apprentices, such as help with recruitment through the National Apprenticeship Service's online Apprenticeship vacancies service, as well as grants for small employers," says Barbara. "Apprenticeships offer a win-win situation all round, both for the apprentices and also for businesses."

National Apprenticeship Awards 2014

The National Apprenticeship Awards are now open for entries.

The challenge is on for the top Apprenticeship employers and apprentices across England to come forward and show how Apprenticeships have made a real difference to their organisation.

The Awards recognise both excellence in businesses that grow their own talent through Apprenticeships and the apprentices who have made a significant contribution to their workplaces.

Open to employers of all sizes from all sectors, the employer categories celebrate employers who can showcase their commitment, contribution and the success that Apprenticeships have brought to their organisation. The very best **Employer of the Year** category entries will have the additional bonus of featuring in the prestigious annual City & Guilds Top 100 Apprenticeship Employers list, which will be published at the end of 2014.

The **Apprentice of the Year** categories are looking to award apprentices who are working towards or have recently completed their Apprenticeship.

The City & Guilds **Apprenticeship Champion of the Year** category is open to former apprentices who can demonstrate real progression in their careers and continue to champion Apprenticeships today.

For further information and to enter, please visit the Awards site [here](#)

The closing date for entries is Friday 28 March 2014 at 17:00.

WorldSkills UK Competitions

Employers are being asked to put the skills of their apprentices to the test and enter the WorldSkills UK National Competitions.

Open for registration from 10 February until 21 March 2014, WorldSkills UK Competitions inspire young people and adults to be ambitious in their pursuit of skills to the highest level. Entering the competitions is proven to catapult a person's career and taking part enables a competitor to build on their skills, test their knowledge against peers in industry and showcase their potential.

Competitors who reach the finals of the WorldSkills UK National Competitions will battle it out to be named the best in the UK in their chosen skill in front of over 80,000 visitors at The Skills Show. The Skills Show takes place from the 13–15 November at the NEC Birmingham.

For the latest news and updates on all WorldSkills UK competitions, [sign up to receive the enewsletter](#)

Sector in the Spotlight Film: Legal Services

The latest film in our [Sector in the Spotlight](#) series has been launched on our Youtube channel and [apprentice.tv](#).

Focusing on the Legal Services sector, the new film explores how the recently introduced Higher Apprenticeship in Legal Services is benefiting the sector. The film features law firm Weightmans LLP, which took on the first ever legal services higher apprentice in May 2013.

The aim of Sector in the Spotlight is to showcase how Apprenticeships work in practice and to increase employer and learner engagement with Apprenticeships in key industry sectors.

The film can be embedded on external websites from our [Youtube channel](#) or [apprentice.tv](#).

The next Sector in the Spotlight will focus on Human Resources, and will be launched in February.

Refer a Friend Apprentice Scheme

Do you employ apprentices? Do you want to help them earn a bit of extra money just by referring their friends onto an Apprenticeship?

It's really easy and all your apprentice will need to do is refer any of their 16-18 year old friends onto an Apprenticeship. Once their friend starts on their Apprenticeship, your apprentice will receive a £75 payment.

To find out more please ask your apprentice to email info@aspirelearning.co.uk.

There is a poster attached with this newsletter that you may wish to put up to promote the incentive around your premises. Payments will be made subject to eligibility.

About NAS

The National Apprenticeship Service (NAS) supports, funds and co-ordinates the delivery of Apprenticeships throughout England.

We are responsible for increasing the number of Apprenticeship opportunities and providing a dedicated, responsive service for both employers and learners.

This includes simplifying the process of recruiting an apprentice through Apprenticeship vacancies, an online system where employers can advertise their Apprenticeship job vacancies and potential apprentices can apply.

We also manage WorldSkills UK; a portfolio of skills competitions and activities run in partnership with organisations from industry and education.

Contacts

www.apprenticeships.org.uk

The one stop shop for all things Apprenticeships, including applying on the Apprenticeship vacancies job site.

08000 150 600

A dedicated phone line for employers who would like to find out more about Apprenticeships and how to recruit.

Social

Youtube

www.youtube.com/NASApprenticeships

Over 200 Apprenticeship videos uploaded

Facebook

www.facebook.com/apprenticeships

Twitter

[@apprenticeships](https://twitter.com/apprenticeships)

To mark National Apprenticeship Week 2014, we have launched a pledgeometer for the first time. The pledgeometer will allow employers to pledge apprentice job vacancies in the run up to, and during the week.

On 7 March, the final day of National Apprenticeship Week 2014, the NAS will publish a list of all employers who have made a pledge, and celebrate the overall number of pledges in their PR.

Please see our website [here](#) for further information.

National Apprenticeship Week 2014 will take place from **3-7 March 2014**.

Now in its seventh year, National Apprenticeship Week is coordinated by the National Apprenticeship Service and is designed to celebrate Apprenticeships and the positive impact they have on individuals, businesses and the wider economy.

The objectives of National Apprenticeship Week 2014 are to:

- Increase awareness, understanding and demand for Apprenticeships
- Celebrate Apprenticeship talent, skills, achievements and successes
- Promote all Apprenticeship levels and progression routes, including Traineeships

Everyone with an interest in Apprenticeships across England is encouraged to get involved in the Week.

5 separate toolkits have been produced which are available on our website.

These include toolkits for [Sector Skills Councils](#), [Employers](#), [Apprentices and former apprentices](#), [Training providers](#) and [Schools](#).

Further details and resources for National Apprenticeship Week can be found on the NAS website [here](#).

The National Apprenticeship Service in the South Central area is working with partners such as Local Authorities, Jobcentre Plus, local colleges and private training providers and Education Business Partnerships to host some events in National Apprenticeship Week designed to promote Apprenticeships to employers and potential apprentices.

Isle of Wight Employer Breakfast Meeting

The National Apprenticeship Service and the Isle of Wight Council are working in partnership to hold a business breakfast meeting to give employers the opportunity to hear about and explore the benefits that an apprentice can bring to their organisation. The event is being held at **The Quay Arts Centre, Newport on Tuesday 4 March, 08:30–10:30**.

If you would like to attend, please contact Rachel.robinson@apprenticeships.gov.uk

Isle of Wight Apprenticeship Information event

NAS are working in partnership with the IOW Council, local training providers and Jobcentre Plus to hold an Apprenticeship information event for young people to discuss and promote Apprenticeship pathways.

This event is being held at the **Lord Louis Library, Newport on Thursday 6 March**.

The event is split into two sessions:

**11:00–15:00 unemployed young people, and
15:30–18:00 Year 11 students & parents.**

Please come along and find out more about Apprenticeships.

Surrey Employer Networking Lunch

Find out everything you ever wanted to know about Apprenticeships at this free networking lunch event. Speakers will include Lee McQueen, winner of BBC's The Apprentice in 2008, employers and apprentices telling their story. Lunch and a prize draw for those bringing their business card to the event with them.

The event is being held at **Foxhills in Ottershaw, KT16 0EL on Thursday 6 March and starts at 11:00** with registration and coffee from 10:30.

To book a place please email Adele.O'Sullivan@apprenticeships.gov.uk or call 07977 278 139.

Surrey Apprenticeship Information Event

An information event for parents, guardians and teachers of students in Year 10 and above. Speakers include Lee McQueen, winner of BBC's The Apprentice in 2008 and apprentices telling their story. Free raffle for those attending.

The event is being held at **Foxhills in Ottershaw, KT16 0EL on Thursday 6 March and starts at 16:00** with registration and refreshments from 15.30.

If you would like to attend, please email Adele.O'Sullivan@apprenticeships.gov.uk or call 07977 278 139.

Southampton Employer Breakfast Seminar

NAS are working in partnership with Southampton Solent University and Southampton City Council to host an employers' breakfast seminar to raise awareness of the business benefits of Apprenticeships.

Employers will be able to find out more about City Deal, the new Apprenticeship support scheme, hear from employers about the benefits to business, developing their workforce through Higher Apprenticeships, network with other employers, hear from keynote speakers and from the NAS and sign up for more information on city initiatives.

The event is being held at **Southampton Solent University Conference Centre on Wednesday 5 March 08:00-10:00**.

Places will be allocated on a first-come, first-served basis, and will be limited to two delegates per business. For more information and to register to attend please visit the University website [here](#).

Bournemouth Skills Event for young people, schools and parents

Come along and have a go at a range of work-based activities from mobile robotics to construction, cooking to web design with over 20 skills activities laid on by colleges, employers and training providers.

The event is being held at **Purbeck Hall, Bournemouth International Centre on Thursday 6 March. 10:00 15:00 for schools and 15:00–19:00 for non-school attendance.**

For details on how to register your place, please see the flyer about the event attached to this newsletter email.

Future Portsmouth Breakfast seminar

NAS are working in partnership with Portsmouth City Council, Hampshire Chamber of Commerce and local training providers to provide employers with an information and networking event where they will hear about new opportunities to develop their business and workforce, with information on City Deal, Business Growth Hub, Apprenticeships and the new grants and incentives that are available to businesses of all sizes.

The event is being held at the **Portsmouth Marriott Hotel on Friday 7 March 07:30–10:30**.

To register to attend please contact events.south@hampshirechamber.co.uk

For further details please see the Hampshire Chamber [website](#).

Apprenticeship Ambassador Appointed

Jason Holt has been appointed as the Small Business Apprenticeship Ambassador, a new role appointed by the Minister of State for Skills and Enterprise, Matthew Hancock, and supported by the National Apprenticeship Service. In his role Jason will advise on how best to engage with smaller businesses and help increase the number, quality, impact and reach of Apprenticeships. He will also act as an advocate for the benefits of high quality Apprenticeships for businesses and individuals, work closely with the Apprenticeship Ambassador Network and help to raise the profile of Apprenticeships in England. Jason was asked to head up a Government review in February 2012 on '[Making Apprenticeships More Accessible to SMEs](#)'. Since the publication of the report the NAS have implemented the majority of the proposals, including the production of a dedicated '[Apprenticeships for Small Businesses](#)' toolkit and the '[Find an Apprenticeship Training Organisation](#)' web tool. Further information and a Q&A with Jason is available on our [website](#)

Early Years Apprenticeship Bursary

Two hundred early years apprentices will benefit from an increased bursary of £3,000 (up from £1,500), with a further £300 available for training and study as part of the Government's drive to attract high-quality candidates to the profession. Announced in May 2013, the bursaries are available to those taking part in an early years Apprenticeship scheme; the first 200 successful applicants to the bursary scheme will secure the increased award of £3,000. To be eligible, applicants will need to secure an Apprenticeship position, for example in a nursery, school nursery, or children's centre that delivers the early learning places for two-year-olds, and hold at least a GCSE at grade C or above in English and maths. The scheme, which is run by the National College for Teaching and Leadership (NCTL), is now open for applications. Apprenticeships are expected to take an average of 20 months to complete, and will consist of employment and study to gain recognised qualifications through various routes, including further education colleges. For further information, including the guidance document and application form, please refer to the [Apprenticeship Bursary Scheme](#) section of the Department for Education's website.

Contact the National Apprenticeship Service

There is a wealth of information about Apprenticeships on our website www.apprenticeships.org.uk.

If you would like to discuss the Apprenticeship programme, please contact us on **08000 150 600** or complete the online enquiry form on our website

If you do not wish to receive future editions of this newsletter, please email sarah.sawyer@apprenticeships.gov.uk

Apprenticeship Grant for Employers of 16 to 24 year olds (AGE 16 to 24)

AGE 16 to 24 is aimed at supporting businesses to grow by employing young people through the Apprenticeship programme.

Employers that:

- have up to 1,000 employees;
- haven't started an apprentice in the past 12 months; and
- want to take on an apprentice (or apprentices) aged 16 to 24;

may be able to get a grant of £1,500 per apprentice from the National Apprenticeship Service. This is in addition to the training costs of the Apprenticeship which are met in full for young people aged 16 to 18 and partly funded for those aged 19 and over.

The Grant is available until 31 December 2014, subject to eligibility and availability. Could it help you too?

Further information can be found on our website and in our [employer factsheet](#).

Inspiring the Future

Inspiring the Future is a new service that allows organisations and employees at all levels in all sectors and industries, who want to volunteer in a local school or FE college and help young people understand the working world.

Volunteers can get involved independently or through their employer.

Inspiring the Future is supported by all the main employer and workforce representative bodies including BCC, CBI, CIPD, FSB, IoD and the TUC.

You could use this as a platform to promote your Apprenticeship programme within local schools.

To find out more information and register please visit www.inspiringthefuture.org.



Traineeships

A Traineeship is an education and training programme with work experience that is focused on giving young people the skills and experience that employers are looking for. At its core are work preparation training, English and maths for those who need it, and a high quality work experience placement.

Traineeships are very flexible, and by working closely with a training organisation you can design a programme which suits your needs and those of the trainee.

For more information on eligibility, funding and the business benefits of Traineeships please read the [Fact sheet](#).

You can call **08000 150 600** to get more information and start the process.

