Apprenticeships

Apprenticeships

Working with employers to develop effective apprenticeship routes

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Agenda

- Background of Creative Sector
- Background - Apprenticeships
- Apprenticeships in the Creative Industries
- Benefits of Apprenticeships
- Successes
- Conclusion
- Questions
- Contact

Background of Creative Sector

- 180,000 employers in the Creative Sector
- London has 31% of the UK workforce
- 60% of people have at least a level 4 qualification
- The majority of businesses do not have a training budget
- Industries include high numbers of micro-businesses, self employed and freelance
- There are relatively few large businesses and organisations
- 95% of the workforce is white
- Growth

Background - Apprenticeships

- This year's Budget, will deliver at least **250,000 more Apprenticeships over the next 4 years**
- Record breaking year with 279,700 Apprenticeship starts 2009/10 (compared to 239,000 in 2008/09)
- Apprenticeship website receiving an average of 137,000 hits per week from employer, individuals and parents
- Around 240,000 applicants for about 43,000 Apprenticeship jobs offered by employers through Apprenticeship vacancies (our on line system)
- Success Rates are increasing – 74%
- Increasing breadth of Apprenticeships – now over 200 Apprenticeship frameworks

Apprenticeships in the Creative Industries

- Creative and Digital Media
  - Web design, social media, pre/post production, camera work, photo imaging etc
- Creative
  - Music business, live events & promotion, technical theatre, community arts and venue operations
- Fashion and Textiles
  - Apparel, leather goods, tailoring, textiles, dry cleaning, saddlery etc
- Design
- Photo Imaging
- Set Crafts
- Jewellery

Apprenticeships in the Creative Industries

- Traditionally Low uptake in Apprenticeships
- Reasons:
  - » Graduates
  - » SMEs and Freelancers
  - » No money!!
  - » Too busy
  - » General awareness and perception
- Around 2,600 apprentices in Creative companies

Benefits of apprentices

There are bottom line business benefits

- Clear return on investment
- Greater productivity
- Lower recruitment costs
- Lower training and retention costs
- Increase employee satisfaction
- Greater loyalty and quality of work

Apprenticeships in the Creative Industries

- Customer Service (23%)
- Business Admin (21%)
- IT User (9%)
- Management (9%)
- Hospitality and Catering (4%)
- Accounting (3%)
- Creative (3%)
- Creative and Digital Media (2%)

- Age Breakdown: 16-18 (35%) and 19+ (65%)

Apprenticeships in the Creative Industries

- What have employers been asking for?

- Search Engine Optimisation
- Web developers, content and social media
- Business admin to support growth
- Succession planning

Successes

- Publishing
  - Increasing the diversity of their workforce
  - Growing their own.
  - Skills gaps
  - Hard to fill posts

- Employers:

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Successes

- TV Companies
  - No training in areas such as runners
  - Increasing diversity
  - Attracting talent that understands new technology such as social media

- Employers:

Successes

- SMES
  - Attracting talent
  - A way to grow their business
  - Free recruitment

Employers: Mav Music and Blue Baboon

Conclusion

- Apprenticeships are growing in the Creative Industries
- Specialist Apprenticeships have been developed
- General barriers are due to the nature of the workforce, but are changing
- Need more providers delivering the specialist Apprenticeships where there is a market
- Expansion of Higher Level Apprenticeships

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Questions

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