

‘Working Together’ – Lambeth Apprenticeships

Summary

Lambeth Apprenticeships will run a campaign to deliver 300 new apprenticeships in a range of sectors, with the aim of creating high-quality opportunities that benefit businesses and support the career development and progression of young people. The project will be cooperatively designed with businesses and young people and use a range of approaches – including road shows, apprenticeship ‘champions’, networks and policy and financial incentives – to achieve the aims of the campaign. To drive the project forward, Government should ring fence funding for local apprenticeships promotion and brokerage targeted in particular at creating and supporting opportunities for more vulnerable young people.

Aims

Lambeth Apprenticeships will run a campaign to deliver **300 new apprenticeships** in a range of sectors. The hall mark of this project will be the creation of high quality opportunities that provide businesses with a highly motivated and well prepared young person, and young people with a solid base of training and support in a range of vocational and professional careers with opportunities for further development and progression. 50 of these opportunities will be designed to support vulnerable young people with additional needs or who face challenges to entering and staying in an apprenticeship opportunity.

Cooperative aspects of the design

The project will work cooperatively with businesses and young people to design key aspects of the service including;

- Engagement of young people and parents
- Business support and advice
- In work support for apprentices
- Training for staff supervisors
- Mentoring and buddying programmes

Sectors

Lambeth Council will work with partners to drive up the number and improve the quality of apprenticeships opportunities at all levels in the following sectors; IT, Finance and accountancy, Health, Hospitality, Leisure, Youth work, Creative,

Key partners will include

- Lambeth businesses (SMEs, and large 250+)
- Lambeth BIDs and business partnerships
- Lambeth Schools

- Lambeth Council Leaving Care/Early Youth Intervention/YOS teams
- Young Lambeth Co-operative (www.younglambeth.org)
- Jobcentre Plus
- National Careers Service
- Lambeth Working Apprenticeships
- Lambeth College
- Lambeth youth services' providers and third sector partners
- Mayor's Fund 'Young London Working'
- Kids Company
- Prince's Trust

Approach and Activity

- Promotion of Apprenticeship opportunities through an 'Apprenticeship Roadshow' holding sessions at Jobcentre plus, Young Lambeth Co-operative, community centres, third sector partners, schools, TRAs, and via community based events
- 'Apprenticeship Champions' – development of an Apprenticeship marketing programme to work on an outreach basis and engaging with young people to promote awareness of, and uptake of Apprenticeships. This will be undertaken by young people following an Apprenticeship to enable them to gain new skills including public speaking
- Supporting the creation and development of new Apprenticeships via end to end recruitment support for employers and ongoing employer after-care for the duration of the Apprenticeship
- Supporting the creation and development of new apprenticeship opportunities through the council's own commissioning and procurement activities as well as through planning policy
- Development of a business-led, business support and advice programme which ensures that businesses can access apprenticeships and integrate apprenticeships as part of their recruitment strategies
- Funding for potential Apprentices 25+ not currently eligible via SFA to undertake Apprenticeship programmes (this would be through a part-funding offer to employers)
- Financial support to ensure that small businesses can access apprenticeships and that those residents that because of their age are not fully funded are not disadvantaged.

- Local campaign to promote Apprenticeships as a progression opportunity within schools, and explore opportunities for schools to start delivering Apprenticeships (including higher apprenticeships)
- One-to-one support for Apprenticeship applicants throughout the recruitment process, ongoing pastoral care for the duration of the apprenticeship, and support with identifying routes of progression on completion of Apprenticeship
- Establishment of Apprenticeship peer network, including social media, blog, and Apprenticeship forums where Lambeth Apprentices can share their experiences and get advice on any issues

Flexibilities

Government should ring fence funding for local apprenticeships promotion and brokerage targeted in particular at creating and supporting opportunities for more vulnerable young people. These opportunities need local and cooperative approaches between businesses, schools and the specialist youth support voluntary sector, to succeed.