

The Barking and Dagenham

APPRENTICESHIP SCHEME

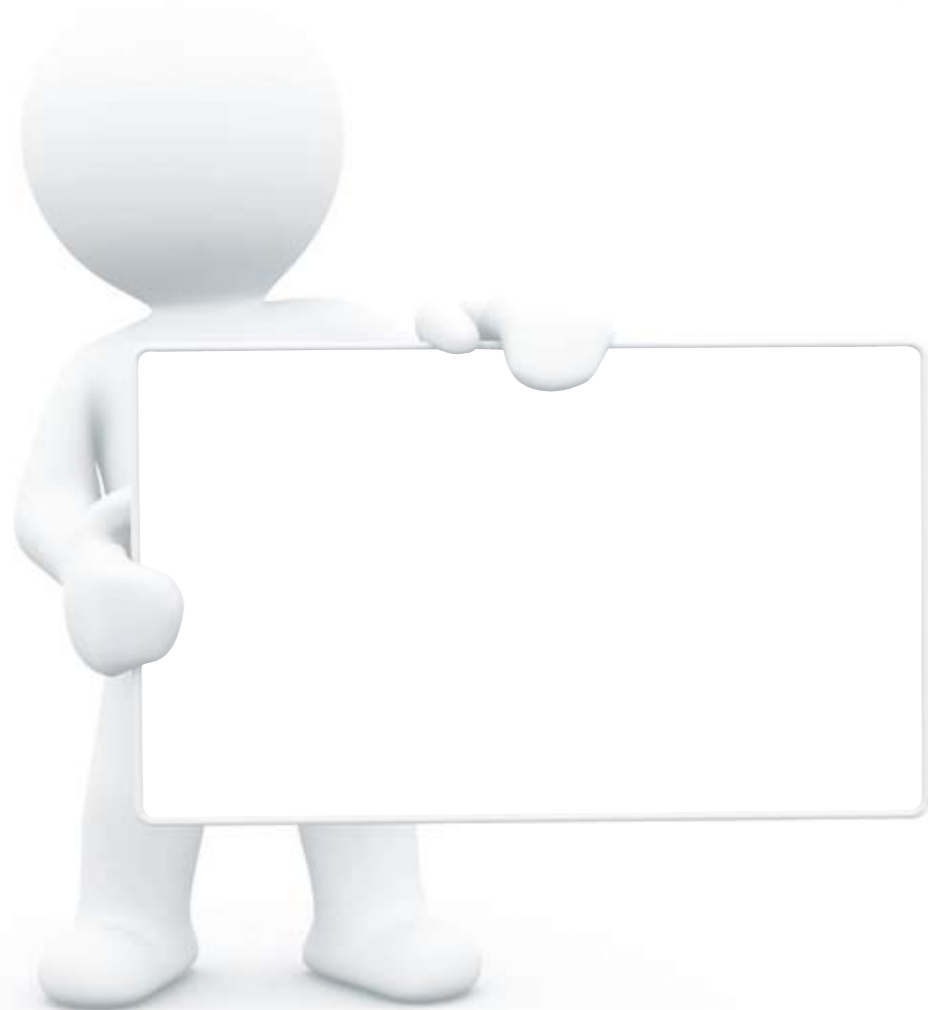


APPRENTICESHIPS: OPENING DOORS TO A BETTER FUTURE

The Skills Challenge

In the modern economic world, where global economic changes can have an impact at the most local level, attention is becoming ever more directed at finding innovative and quality solutions to problem issues of worklessness and skills shortages.

This is happening at a time when there is significant reform of educational policy, and where there is a move, alongside conventional academic routes, towards more vocational learning and training.



Future Proofing

Strategically, this is an education business partnership of the highest order, combining the needs of the present with the workforce needs of the future. And Apprenticeships offer a proven solution where employers can attract motivated recruits, keen to learn alongside existing employees, in a customised training programme reflecting the specific needs of their organisation.

Whether the largest commercial corporation or a small workshop located in a residential sidestreet, a skilled workforce is essential to business continuity - even survival ...

... and other large employers such as local authorities or other public sector organisations are no less immune from the challenges presented by skills shortages, an ageing workforce, an out-of-touch workforce; and the parallel challenge of moving more people into education and training.

Necessity is the mother of invention

Apprenticeships are a way of managing all of these issues at the same time. They are a route for more young people to move into skilled work. They enable companies to train people in the skills they need and want; and they are a way of reinvigorating existing employees. And they also open the door to a broad range of public sector career opportunities that local authorities and their partners can nurture and grow.

The comprehensive Apprenticeships programme, underpinned by huge Government investment, means businesses - and the country - has the breadth and depth of skilled workers it needs to be competitive at any time, and well positioned during times of difficulty to prepare and benefit from the opportunities which arise from inevitable economic upturns.

You are not alone

This booklet presents this national initiative in a local setting, and introduces you to the Barking and Dagenham Apprenticeship Scheme. Because this local Council recognises that here is a potent and effective way to harness the talent that is resident in its communities.

And its scheme offers many opportunities for workforce and skills development now, primed and prepared for dealing with the needs of the future.

Whether the largest commercial corporation or a small workshop located in a residential sidestreet, a skilled workforce is essential to business continuity - even survival

We invite you to read on, find out more about the benefits of participating in Apprenticeships, getting involved in Apprenticeships, and understanding how they might change your personal and business circumstance in ways you might not have considered.

The Barking & Dagenham Apprenticeship Scheme

Bringing the future into the present

When, as the first Council in the UK to sign the national Skills Pledge in 2007, the London Borough of Barking and Dagenham was perpetuating a proud pioneering tradition, reflected in a host of innovative successful schemes, each designed to inspire, help, and support residents towards a healthier and wealthier life.

Signing the Skills Pledge denotes a very public commitment to raising the aspirations of local residents, local businesses, and the workforces which contribute so much to those businesses and organisations. The Council vests much faith and belief in its young people, recognising that there are many different ways of transferring from the world of education into work; and for some routes into work from different directions.

Training and developing young people for future careers will always be vital, but it does not stop at young people alone.

It's never too late to achieve your ambition

The Council also has a proud tradition of promoting, developing, supporting, and enhancing Skills for Life, because every community contains those who, for all kinds of reasons, may have missed out on the conventional pathways to employment.

Gaining skills and qualifications does not end when leaving the school gate for the last time, and the Council consistently champions the crucial importance of lifelong opportunities for all of its residents.

Learning for Life... Learning for work ... vocational qualifications... and Apprenticeships

Grow Our Own

The London Borough of Barking and Dagenham is now fully committed to delivering a minimum of 750 Apprenticeships across the borough in the coming years, with real and varied local job opportunities within the Council, its many partner organisations, as well as in some of the diverse range of commercial companies that grace this Borough, and which already employ many of its local residents.

Leading from the very front, it has an ambition to take on at least 100 apprentices during 2009, in a range of disciplines and across all Departments.

It is doing this because, as the largest local employer, it has a genuine desire to actively help transform the lives of its residents, many of whom have been traditionally disadvantaged in the labour market, and not been able to realise their full potential.

And as a large, complex, and multi-faceted organisation itself, the Council has a responsibility for developing and maintaining a properly skilled workforce, competent and capable, effective and efficient, cohesive and motivated, bringing real benefits to performance and delivery of so many vital services to the community.

The Council has taken the lead, and has won much acclaim for its stance. It now invites employers from the private, public, and voluntary sector to come together and play their part in this Apprenticeship scheme ...

... through which many more local people can benefit from a high quality on-the job training route towards skilled employment, opening up the opportunity for even more and better local jobs for those local people.



Training today... for your business tomorrow

“We believe that by working together with employers, we can provide a focused and meaningful learning programme to our apprentices; and provide you with strong and dedicated support to develop your workforce”

Apprenticeships are now open to all adults over the age of 16, providing you with a value for money guided solution for managing the skills and competitiveness of your workforce.

- You open up your premises for the majority of the training
- You are driving a process entirely geared to the needs of your business
- You are integrating younger people into an ever-ageing workforce
- You can involve existing employees through updating their own skills levels to keep pace with changing circumstances

You will be supported throughout by a “Scheme Mentor” together with staff from the nominated training provider.

Apprenticeships can make your business or organisation more viable because it addresses the skills gaps which you have identified through a training process responding to your needs.

- You are taking a lead in bringing more young people into work.
- You are maintaining your local traditions by taking on more local people.
- You are developing the skills of these local people.
- You are training your existing staff, while growing your workforce for the future.

You are making a serious investment in the future of your business.

And this is the point - because Apprenticeships go much further than being a learning and training model and a practical way of matching the capability of your staff with the skills requirements to push ahead with improved performance.

They are an increasingly important means to a bigger end.

One Step Ahead

Apprenticeships speak to the broader business and organisational objectives and requirements of staff competence, staff effectiveness, staff productivity ...

... and for the more commercially minded, it is also about being forward thinking in order to maintain a competitive position in an always competitive world.

By taking on an apprentice, you can support staff of all ages in developing some of those specialist skills necessary in your business; not least being aware of new and fast moving technologies.

But what are you really looking for?

Competence

- Apprenticeship training is all about keeping it real.
- Apprenticeship training is always relevant, reflecting the needs of your business.
- Apprenticeship training is designed by businesses with experience of your sector.
- Apprenticeship training is supported by people who understand what you do ... and care.

Going down the Apprenticeships road is a powerful way of identifying, managing, solving and maintaining your organisation’s training and skills development needs.

Motivation

- Apprentices are fuelled by a keenness to learn
- Apprentices are further inspired by the notion of learn to earn ...
- ... and Apprentices are motivated by the ability to earn as they learn.
- Apprentices have an energy and enthusiasm that is infectious in the workplace.

Going down the Apprenticeships road is a positive and easy way of increasing staff recruitment, staff retention, and staff morale.

Productivity

- Apprenticeships equip participants with the skills and knowledge to do a better job.
- Apprenticeships promote qualifications that help to build confidence and self-esteem.
- Apprenticeships are a stepping stone for future career development and progression.
- Apprenticeships spawn an energised and motivated workforce.

Going down the Apprenticeships road helps you to develop a workforce that works harder and more effectively for your business.

Train in the skills and gain the qualifications that employers actually want

Recent research shows that apprentices can earn, on average, over £100,000 more throughout their lifetime than other employees.

Being part of the Barking and Dagenham Apprenticeship Scheme represents your first big step on the road to better skills, better jobs, better opportunities ... and better pay.

The programme means you can earn while you learn; developing your skills and displaying your talent through hands on experience on the job ...

.... and just a bit of study to help you get the qualifications you need to guide you towards the possibility of that £100k.



Why should I become an apprentice?

- you get paid as you learn
- you get hands-on working experience
- you learn in a way that works for you
- you are trained in skills that employers want

....you are precisely what employers need.

How do we help you?

- you will be helped to access the right apprenticeship for you
- you are guided towards an appropriate employer
- you are linked to the most suitable training provider
- you will attend off-the-job training one day per week
- you will get to link up with others just like you

.....you are fully supported throughout your training.

Apprenticeships are more than just a qualification

- you will learn specific skills relevant to a particular job
- you will learn to work as part of a team
- you will learn how to solve problems
- you will be familiar with workplace technology

...you will have the experience to add to your qualification.

At the end of your training period

- you will have achieved vocational qualifications
- you will have developed a range of work-related skills
- you will have the opportunity to earn a competitive working wage
- you will have the right commitment, motivation, attitude, and skills
- you will have acquired confidence

.....you are fully ready to work.



SUPPORTING YOU TODAY... FOR YOUR BETTER TOMORROW

you now understand a lot more about apprenticeships; and you have started to appreciate how they can be of benefit and value to you. so what happens next? and how specifically can we help you to make a success of your participation? what is the service being offered to you?

The Barking and Dagenham Apprenticeship Scheme presents broad working principles – generally running over a 12 month period; and generally an 80:20 schedule, four days learning in the work place, and one day at College or other training provider.

And yet no two schemes will ever be exactly the same, because every organisation has specific needs; and there are different personalities within those companies. Every apprentice is an individual, and each offers different qualities and levels of ability.

The success of the programme is down to the relationship that develops between employer and participant, and the degree of that success will be established through the brokering and management of that bond. And that is the main purpose of the Apprenticeship Development Unit.

IF YOU ARE AN EMPLOYER

- We will help you to identify training needs and apprenticeship opportunity
- We will help you progress opportunities already identified in your organisation
- We will help you to find the most appropriate training provider
- We will support your direct relationship with that training provider

We provide stress-free support

- We will manage the recruitment process
- We will develop promotional activity
- We will provide full support during the selection process
- We will guide you in the ways of managing and monitoring your apprentices

win... win ...

.... AND IF YOU WANT TO KNOW MORE ABOUT HOW TO BECOME AN APPRENTICE.

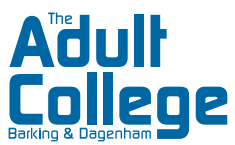
- We hold Open Days in various locations
- We visit schools, colleges, and youth centres
- We offer 1-2-1 information sessions
- We are always here to take your calls

We provide a stress-free service to help you every step of the way

win... win ...

You now know why. So, if you are now ready to seek answers to your how, what and where questions, just call **020 8270 6530**, and together we can find a winning solution to benefit all involved, and inject new life into the future for Barking and Dagenham people and businesses.





Apprenticeship Development Unit

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The Adult College of Barking and Dagenham is part of the Council's Skills Learning and Employment Division, and undertakes the operational management of the Apprenticeship Development scheme. It strikes at the very heart of addressing workforce development priorities for all employers in the Borough, and an imaginative implementation of the Skills Pledge ... which is all about raising the levels of aspiration, skills, employability, jobs, and improved opportunities for local residents, and providing an environment that makes Barking and Dagenham an effective place to do business.

