

## PRD project – case study

Building effective practice in partnership working to support young adults (18- 24) to progress to employment, including apprenticeships



### **Project title - Apprenticeships Made Easy – Enlighten, Prepare and Develop young People for Employment and Apprenticeships**

#### **Worth reading if you are interested in:**

- Promoting Apprenticeships to Jobcentre Plus Advisers and their 18- to 24-year-old NEET customers

#### **Contact information**

**Main contact:** Kim Cook

**Name of Peer Review and Development (PRD) group:** Herefordshire, Worcestershire & Shropshire Training Providers Association (HWSTPA) in partnership with the Herefordshire & Worcestershire Work Based Learning PRD Group

#### **Participating organisation(s):**

Partners included Jobcentre Plus, Worcestershire County Council, National Apprenticeship Service, Wyre Forest Community Housing and 46 work based learning and FE college training provider members of HWSTPA

#### **What the PRD group set out to do and why**

We identified that there was an opportunity to develop working relationships and improve collaborative working with Jobcentre Plus to deliver impartial IAG to their customers and raise awareness of Apprenticeships.

By the end of the project the aim was to establish a seamless referral system between Job Centre Plus and HWSTPA with an increase in the numbers of young people between the ages of 18 to 24 applying for Apprenticeship opportunities.

#### **What has been achieved so far**

We have delivered training sessions to 95 Jobcentre Plus Advisers in the three NEET Hotspot areas within Worcestershire - Kidderminster, Redditch and Worcester City to ensure their knowledge and understanding of Apprenticeships and Apprenticeship opportunities is current and up to date. We have also established an individual link to each JCP office in these areas via allocating a named representative.

Four workshops have been delivered in identified hotspot areas to 83 young people in the NEET 16 to 24 age group and a further 32 young people have had one-to-one advice through the 'floor walking' system at various JCP offices.

### **What still needs to be done**

- Apprenticeship Resource Pack needs to be delivered to the JCP offices.
- On-going support identified regarding queries and questions.
- Ensure there are clear communication channels for the future.
- Send e-newsletter to JCP advisers on a regular basis.

### **Resources to be shared with the sector**

- Apprenticeship Made Easy poster;
- Overview of Workshop;
- Evaluation Report; and
- Comprehensive Resource Pack.

### **Key learning points**

- Don't assume that everyone knows about Apprenticeships.
- Have an excellent understanding of your local provision.
- Signposting is the key! Know what is available out there!
- It is difficult to communicate with Managers and to get through to the people who need the information.
- Apprenticeship Vacancy website is difficult to access at times; user names and passwords are difficult to create.
- Not enough Apprenticeship vacancies are available to match the demand/interest.
- Vacancy spreadsheet from NAS is not always received by JCP offices and communication is variable.

#### **Quotes from JCP staff include:**

"The service offered by Helena has enabled us to fill the gap between informing our Young People about Apprenticeships and actually enabling them to complete the application process. The workshops have been extremely popular and well attended. My Advisers are now well informed and better placed to be able to advise both employers and customers. Please continue this service."

"Thanks very much for coming along last week - I have had many favourable comments from my team on your presentation. One adviser said: 'it was the first time she had heard Apprenticeships explained from the start to end process - it all makes sense now!'"

"Thanks for your interesting and informative presentation yesterday."

"I now feel well informed to be able to talk to young people about Apprenticeships and the great opportunities that are available."



# Apprenticeships Made Easy Workshops

## Overview

- Your Guide To Apprenticeships
- What is an Apprenticeship
- Apprenticeships – sectors available
- Why become an Apprentice?
- Eligibility and Entry Requirements
- Foundation Learning
- Progression Opportunities
- Higher Apprenticeships
- Making the Right Choices
- How to become an Apprentice
- Apprenticeship Vacancy Website

## Appendix 2

For further information or to book an 'APPRENTICESHIPS MADE EASY!' workshop  
Contact: Helena Baxter  
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# APPRENTICESHIPS MADE EASY!



## THE BRAND NEW 'APPRENTICESHIPS MADE EASY!' WORKSHOPS

ENLIGHTEN, PREPARE AND DEVELOP YOUR  
PEOPLE FOR EMPLOYMENT

